



# **DOWNTOWN SERVICE AREA MASTER PLAN AND DOWNTOWN PUBLIC REALM FRAMEWORK PLAN**

**Steering Committee (SC)  
Meeting #1**

**December 2, 2014  
6:30-8:00pm**

# MEETING AGENDA

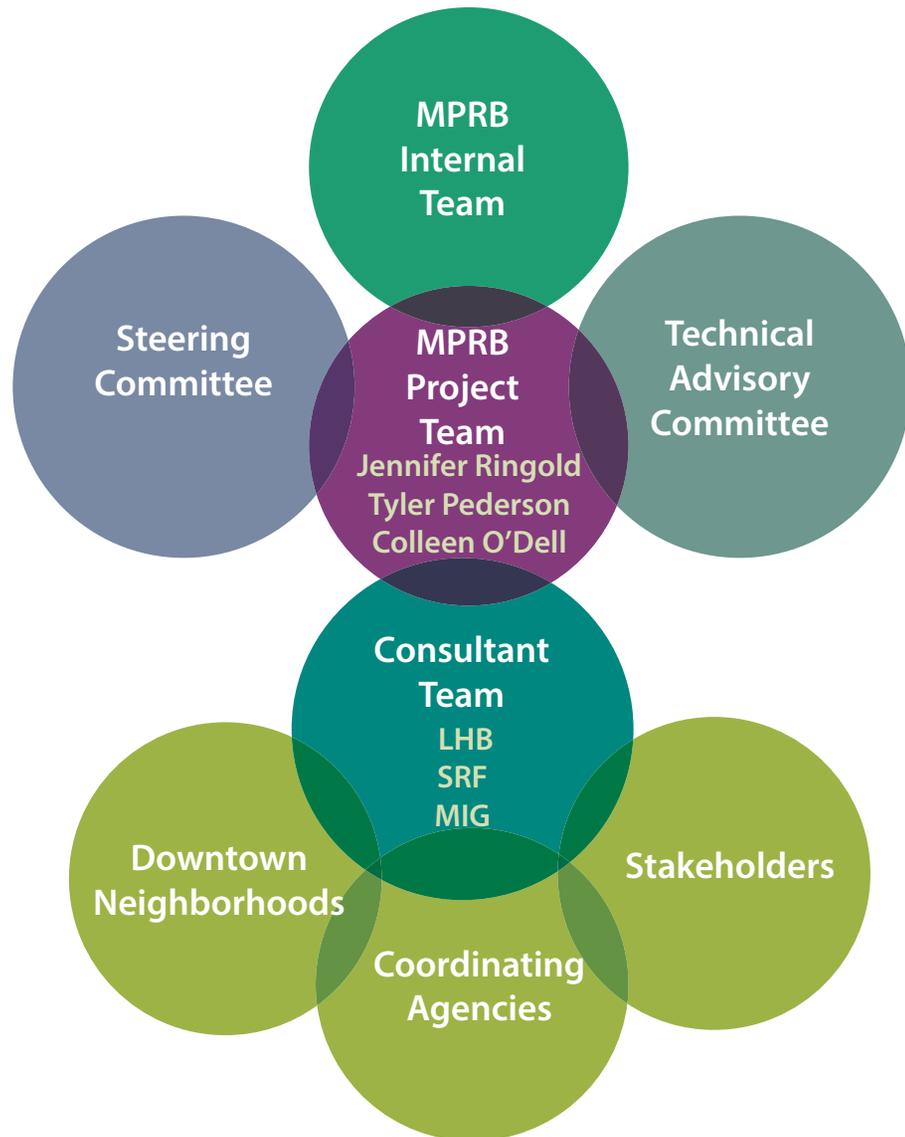
- » Welcome and Introductions
- » Project Overview
- » Development/Plan Approval Processes
- » Project Schedules and Details
- » Steering Committee Role
- » Committee Relationships/Reporting
- » Discussion
- » Public Comment

# WELCOME/INTRODUCTIONS

- » SC Members
- » City and Park Board Staff
- » MPRB Design Team

# PROJECT ORGANIZATION

## *Downtown Service Area*



## *Public Realm Framework*



# DATA PRACTICES

## *Subheading*

» Bullet points

# OVERVIEW

## *MPRB Downtown Service Area Master Plan*

- » Led by the Minneapolis Park and Recreation Board (MPRB)
- » **Will set the vision for future park and recreation development** in the downtown area, and establish a **new, urban model** for service delivery, maintenance, funding, and operation of parks in downtown Minneapolis

# OVERVIEW

## *Downtown Public Realm Framework Plan*

- » Led by the City of Minneapolis
- » Policy document focused on **guiding the enhancement of priority streets and public spaces**. It will provide a unified vision to inform and coordinate **public and private investments in the public realm**.

# APPROVAL PROCESS

## *MPRB Process*



## *City Process*



# PROJECT DETAIL

## *MPRB Downtown Service Area Master Plan*

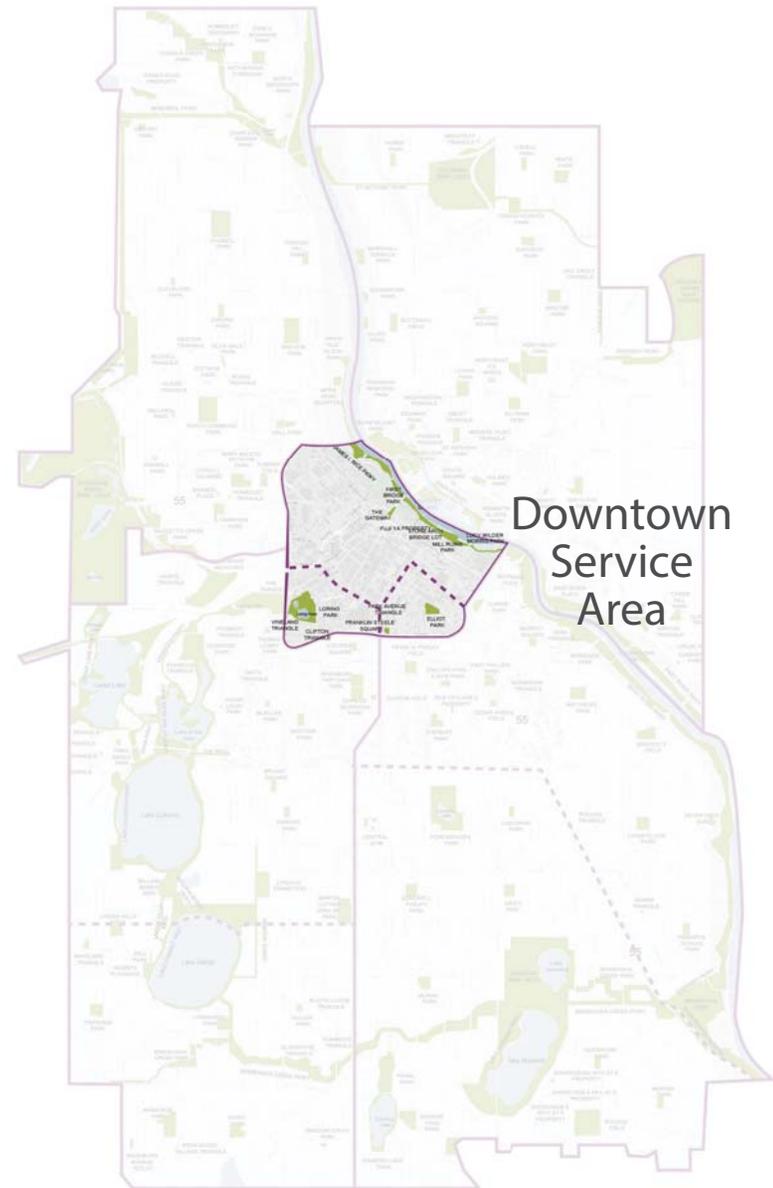
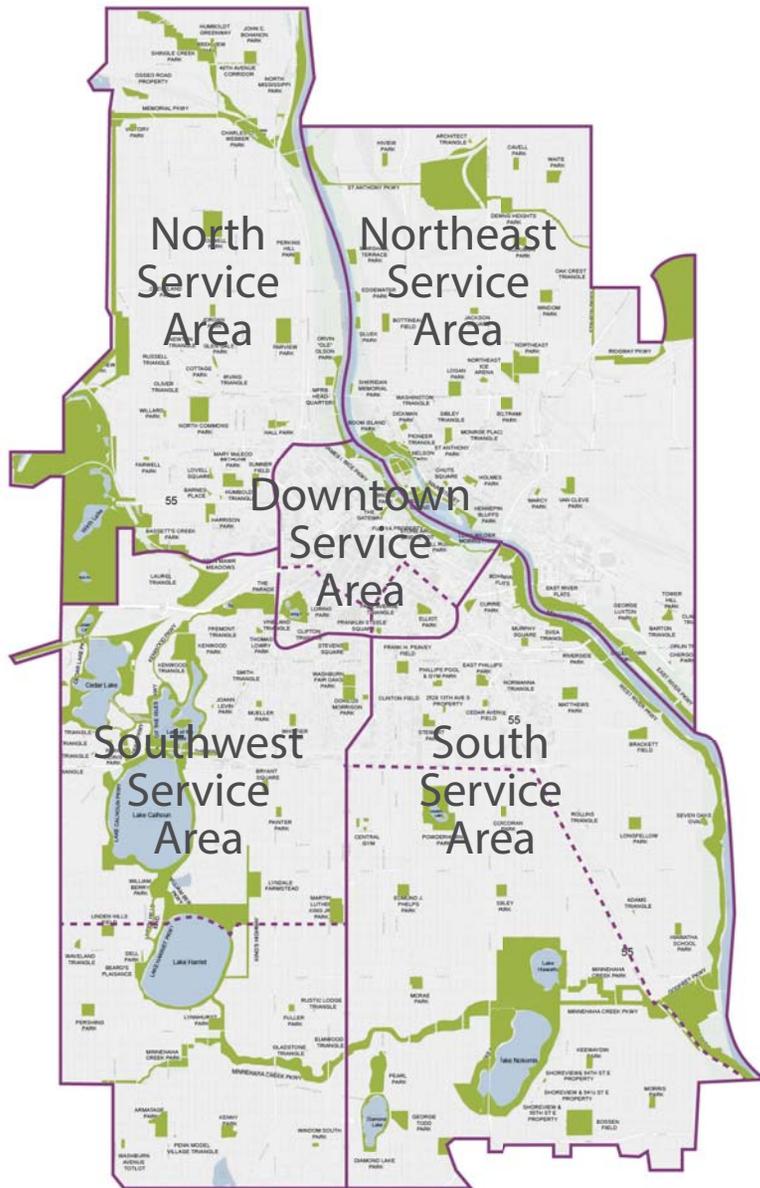
- » MPRB service delivery structure is organized around five service areas
- » This year MPRB will be master planning for the Downtown and South Service Areas and all of the park assets within them
- » Plans will guide system-wide capital improvements, management and operations

# DOWNTOWN SERVICE AREA

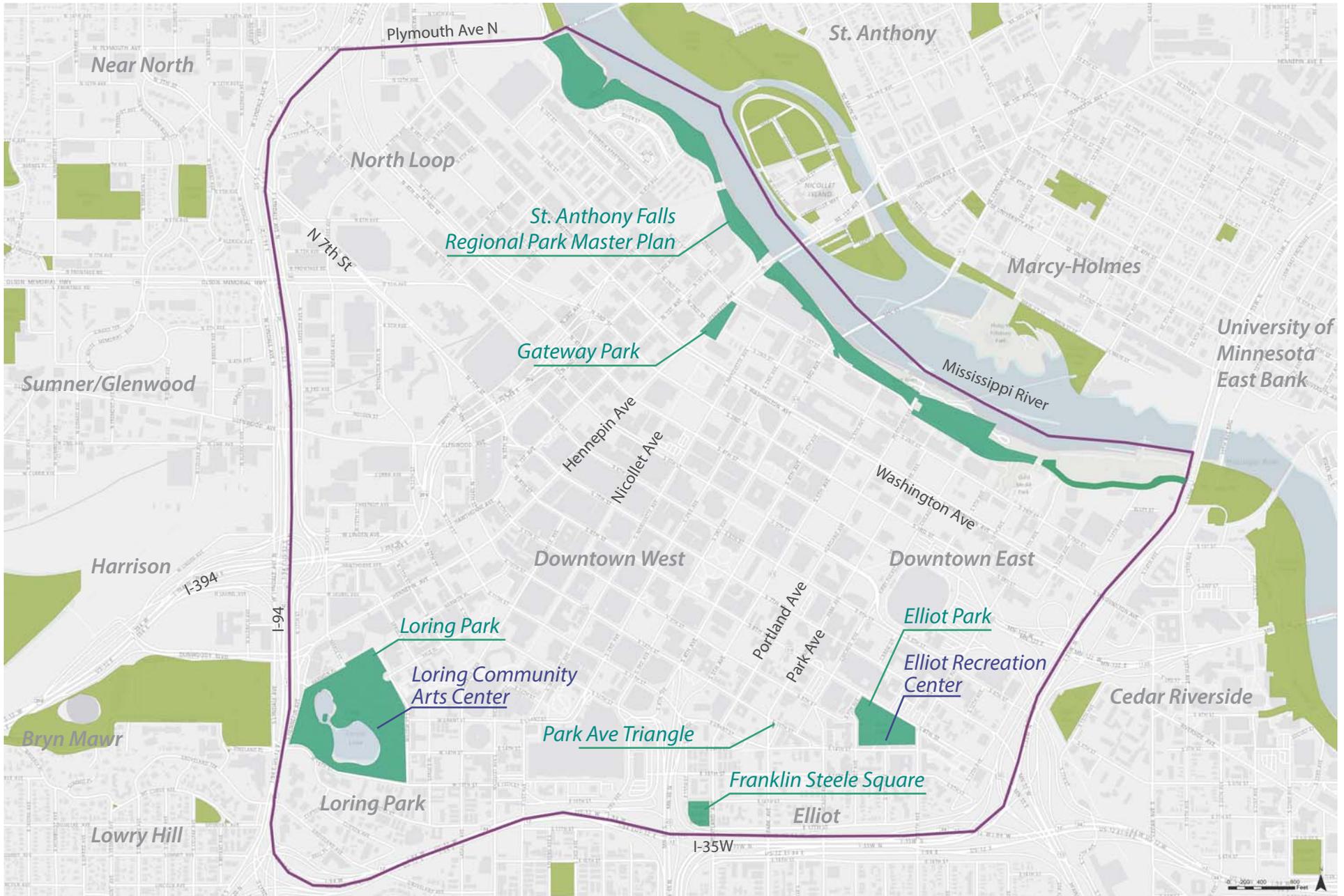
## *Why a Master Plan?*

- » Identify and implement new parks  
Downtown
- » Address MPRB's long-term ability to serve  
Downtown residents, workers and visitors  
with public parks

# MPRB SERVICE AREAS



# DOWNTOWN SERVICE AREA



# MASTER PLAN DEVELOPMENT

*Final Master Plan will outline the following:*

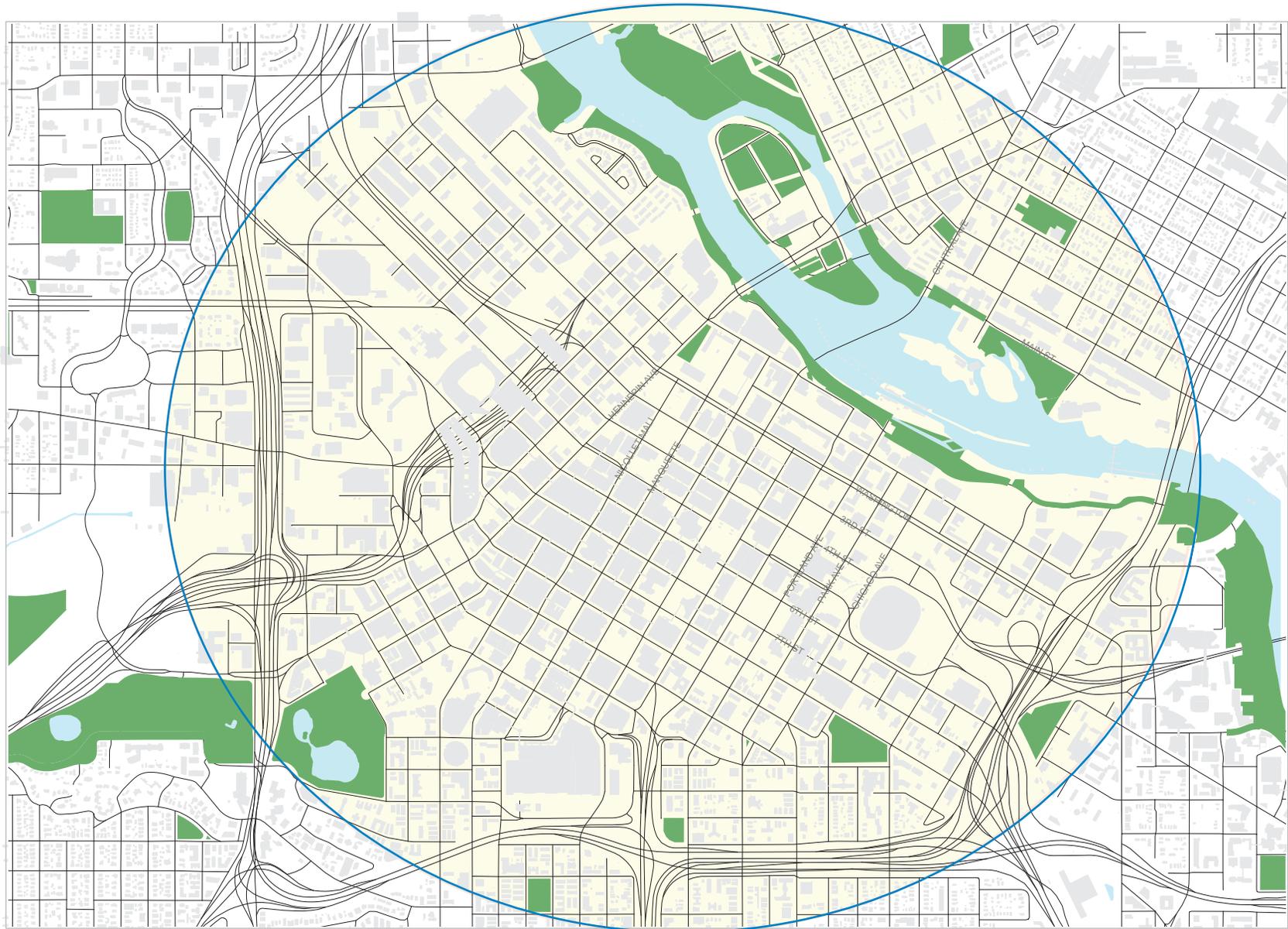
- » Future capital improvements
- » Program, maintenance and operations guidelines
- » Cost estimates and potential funding sources
- » Potential needs for new park and recreation amenities to serve residents, workers, and visitors

# PROJECT DETAIL

## *Downtown Public Realm Framework*

- » A Public Realm Framework includes an inventory of existing policies, practices and elements in the public realm.
- » Will examine the entire system of public spaces and corridors downtown as an integrated whole.
- » Will identify new tools and processes that will enable private investment in the public realm.

# PUBLIC REALM FRAMEWORK



**Downtown Service Area Master Plan**  
Minneapolis Parks and Recreation Board

**Downtown Public Realm Framework**  
City of Minneapolis

**KEY**  
PARKS  
PROJECT LIMITS

0 250 500 1,000 Feet

Data compiled from best available sources. The City of Minneapolis assumes no legal responsibility for the accuracy of this map. For illustrative purposes only.

# PUBLIC REALM FRAMEWORK

## *Downtown Public Realm Framework Outcomes:*

- » Physical Framework Plan
- » Development Guidelines
- » Enhancement Permit Program
- » Event Programming Guide
- » Integrated Modes Guidelines
- » Implementation Guide

# PROCESS

## City



## Parks

# ROLE OF THE SC

## *Steering Committee*

**Become knowledgeable about the project** and its scope.

**Contribute to broad community engagement**

by acting as primary contact for the steering committee's represented communities and by enhancing the project's interaction with a wide range of stakeholders.

**Assist with ongoing communication** of technical plan elements to the general public.

# ROLE OF THE SC

**Make recommendations** on service area-wide vision, goals, and principles.

**Make recommendations** to the MPRB Commissioners in support of individual park master plans created through community-driven processes.

# COMMUNICATION

## *Relationship Between Committees and Reporting*

- » Reporting back to representative organizations and communities
- » Resources for questions that arise

# NEXT STEPS

- » Upcoming Steering Committee meetings:  
12/2, 1/15, 3/19, 5/21, 7/16
- » TAC will meet first Tuesday of every month through May 2015:  
12/2, 1/6, 2/3, 3/3, 4/7, 5/5

# DISCUSSION

## *How can we best engage with the community?*

1. Who are the individuals or organized groups (including potential critics) who you know expect to be consulted on a project like this, and who could become major critics or supporters?
2. Which networks, blogs, or major social media users (including professional societies) are you aware of that would be interested in downtown spaces and places, and who could help spread the word?
3. Are there any existing visitor surveys or research (e.g., economic impact study, convention sales) efforts underway or planned?

# DISCUSSION

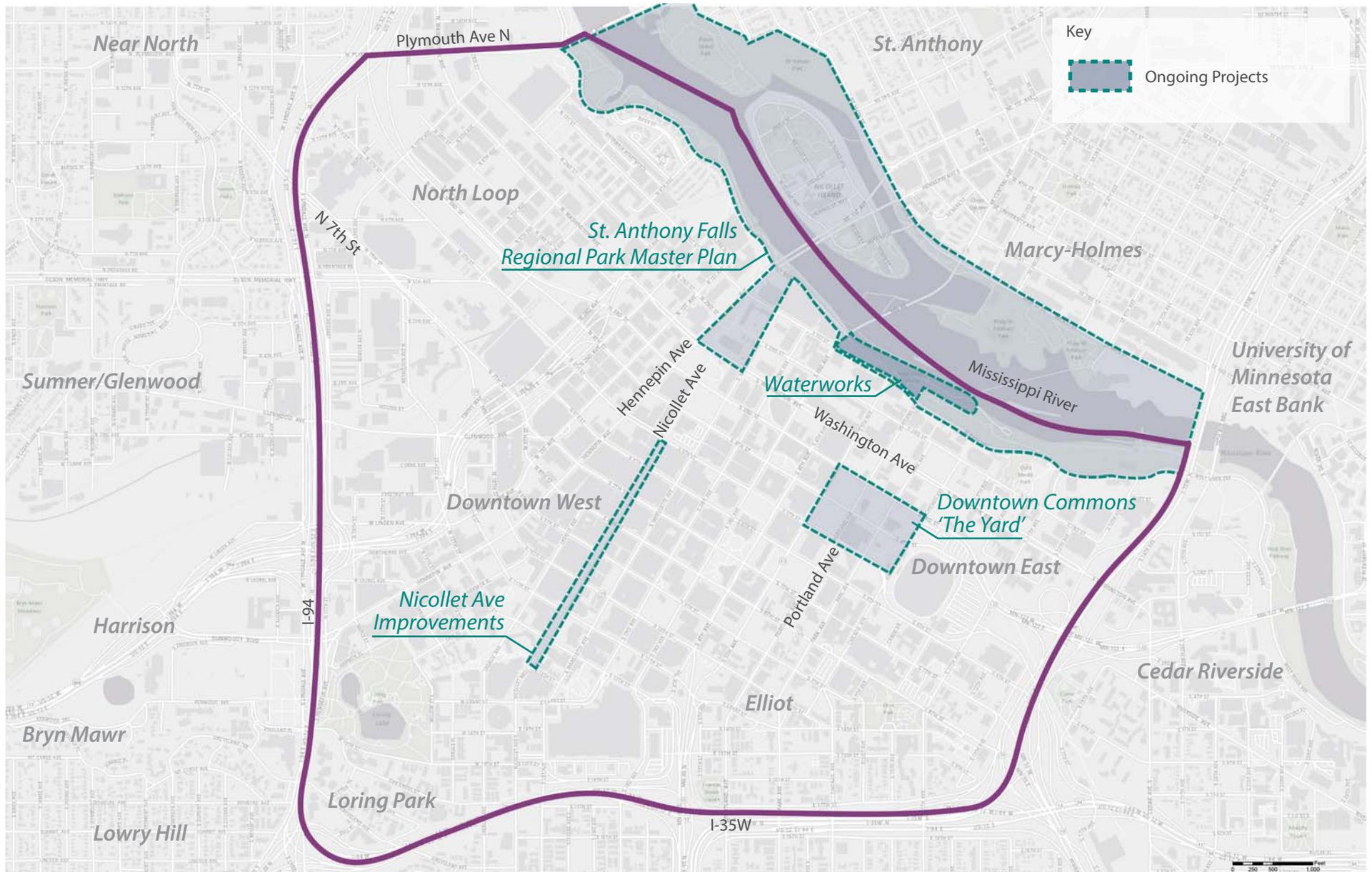
## *How can we best engage with the community?*

4. Do you have connections at any of the major property management companies downtown, both for residential and commercial real estate?
5. Do you have contacts with any providers of social services downtown or downtown faith-based communities?
6. For intercept outreach, which locations or events will best target downtown residents? What about employees? What about visitors?

# DISCUSSION

What do you imagine for the City of Minneapolis in the coming years and decades?

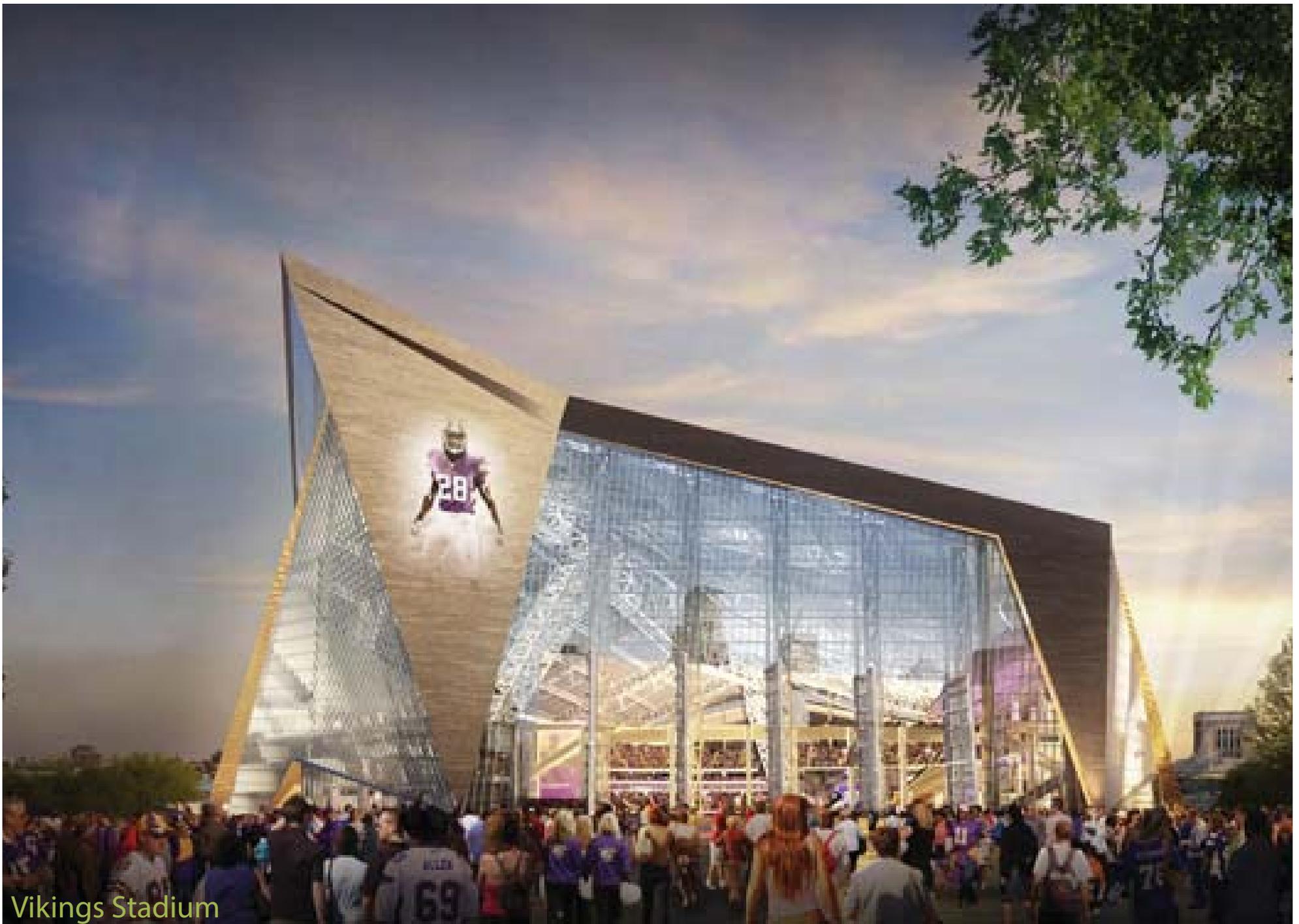
# ONGOING PROJECTS





Nicollet Mall

[http://blogs.citypages.com/blotter/NicolletMall\\_JamesCornerFieldOperations.jpg](http://blogs.citypages.com/blotter/NicolletMall_JamesCornerFieldOperations.jpg)



Vikings Stadium



Final Four Bid

<http://stmedia.startribune.com/images/11.14.14+Final+Four++To+Media+001.jpg>



Waterworks

<http://mplsparksfoundation.org/wp-content/uploads/2014/10/Water-Works-Final-Birdseye-960x450.jpg>



Scherer Park

<http://riverfirst.com/wp-content/uploads/2012/09/Scherer-Fall.jpg>



Gateway Park

[http://riverfirst.com/wp-content/uploads/2012/09/20110919\\_Boat-Trip-11x17-6.jpg](http://riverfirst.com/wp-content/uploads/2012/09/20110919_Boat-Trip-11x17-6.jpg)



<http://damonfarber.com/projects/parks-open-space/gateway-park/>



Mississippi River Bridge Plaza

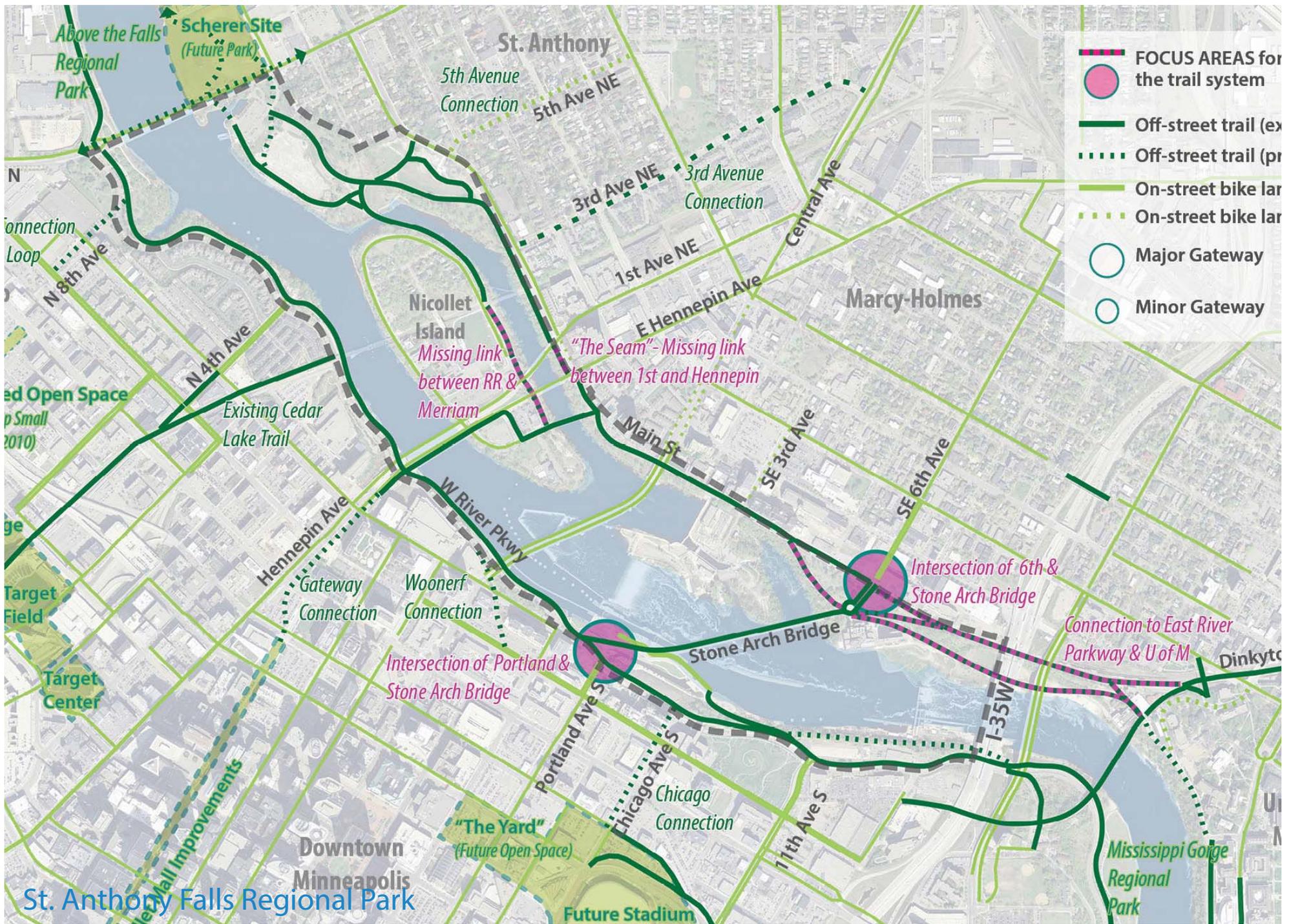


<http://www.vjaa.com/node/105>



Northside Wetlands

<http://riverfirst.com/wp-content/uploads/2012/09/UHT-Farview-Waterfront.jpg>



<http://riverfirst.com/wp-content/uploads/2012/09/UHT-Farview-Watefront.jpg>



Peavey Plaza



<http://www.kare11.com/news/article/943092/396/Peavey-Plaza-redesign-aims-to-bring-park-into-21st-Century>

<http://archpaper.com/news/articles.asp?id=5778#>