

## TECHNICAL ADVISORY COMMITTEE

Tuesday, February 3, 2015

9 – 11 a.m.

Room 319 City Hall

### *Meeting 4 Notes*

**Committee members present:** Kathleen Boe, Hilary Dvorak, Jessica Galatz, Michael Hagen, Jenifer Hager, Cyndi Harper, Doug Kress, Chris Linde, Tom Loftus, Bob Loken, Nick Ngo, Jesse Osendorf, Heidi Ritchie, Patrick Sadler, Ben Shardlow, Sarah Stewart, Rory Stierler  
[Please see [website](#) for Technical Advisory Committee Member affiliations]

**Committee members excused:** Brenda Bell-Brown, Leonard Bonacci, Sean Broom, Tom Evers, Jeff Johnson, Dan Kenney, Abdi Salah, Susan Segal, Julia Tabbut, Alene Tchourumoff, Melvin Tennant

**Guests:** David Knoll sitting in for Melvin Tennant, Janette Law sitting in for Tom Evers

**Staff/consultants present:** Lydia Major, Kjersti Monson, Tyler Pederson, Jody Rader, Jennifer Ringold, Brian Schaffer, Lacy Shelby, Marsha Wagner, Sarah Weeks

#### **1. Welcome/Introductions of New Participants**

Meeting 4 of the Technical Advisory Committee (TAC) was called to order at 9:04 a.m. by Kjersti Monson, Director, Long Range Planning, City of Minneapolis Community Planning & Economic Development (CPED). She invited any new TAC members or alternates to introduce themselves. Janette Law introduced herself as the alternate sitting in for Tom Evers of the Parks Foundation.

Kjersti reviewed the agenda, and explained that following the mapping exercises at the January TAC and Steering Committee (SC) meetings they learned that they needed to drill down a little further with three specific constituency groups—visitors, workers and residents—to understand which corridors were relevant to each group. The TAC is nearing completion of the physical framework portion of this project; peer city review and determining how these things can be facilitated comes next.

#### **2. Community Engagement Plan**

Jennifer Ringold, Deputy Superintendent, Minneapolis Park and Recreation Board (MPRB), described several documents that were on each table:

- Downtown Service Area Master Plan | Downtown Public Realm Framework, which contains draft text of the engagement plan
- Graphic depiction of target agencies and organizations divided into eight groups: government entities, recreation groups, visitors/tourism, under-represented populations, interest groups, downtown residents, downtown workers, and business interests, with descriptions and qualifiers
- Graphic depiction of schedule/timeline of these projects, plus/minus a couple of weeks, with engagement activities and deliverables

TAC members were invited to read these documents on their own and offer any feedback they have, and to also respond to a survey that will be described by Lydia later in the meeting. The project team wants to know if they are on target, or if there are any areas that they need to look into a little deeper.

#### *Audience and Targets* [[PPT Page 4](#)]

To recap work done so far, Jennifer said that both TAC and SC members were asked to identify key stakeholders within the downtown area. The design team and consultant team (MIG) used this data to define three broad categories of audience:

- Dwellers/neighbors – work, go to school, or live in or near downtown; people who spend a good portion of their day downtown
- Investors – have a stake in downtown through business or property ownership, or investment in human or social capital; might not ever be in the downtown area but are deeply committed to it
- Visitors – frequent and infrequent visitors, and those who recognize its important to the region; either driving or flying in, here on a temporary basis

These terms are different from the resident/visitor/worker information that the TAC is using because the MPRB is looking at this from the standpoint of who they need to engage. The TAC will be using their categories to determine the experiences of these groups in the downtown area.

*Engagement Tools/Methods* [[PPT Page 5](#)]

A comprehensive list of engagement tools includes things that the project team already has access to and others that they are anticipating will be created to access these groups:

- |                              |                                |
|------------------------------|--------------------------------|
| • Steering committee         | • Online questionnaires/Mapita |
| • Contact list               | • Stakeholder interviews       |
| • Project comment email      | • Focus groups                 |
| • Public information updates | • Intercepts/popup meetings    |
| • Social media campaign      | • Workshop kit                 |
| • Blog                       | • Speakers bureau              |
| • Websites                   | • Charrettes/workshops         |

Jennifer referenced the matrices (pages 4-10 of the draft document) that takes all of the information provided by the TAC and SC to identify key stakeholders/organizations, matching them up using engagement tools that the project team has access to, and putting them into target groups. The goal of the project is to identify the eight key target groups and use it as a dashboard for engaging these groups, ensuring that all constituencies have been identified and that the needs of the different populations are equally represented.

The draft engagement strategy (pages 11-15 of the draft document) is visually represented on the Community Engagement Schedule. Focus groups will begin in February, and the main part of the engagement process ends in July after which the MPRB will be seeking approval of its document.

*Engagement Captains and TAC Committee Member outreach* [[PPT Page 6](#)]

Kjersti explained that in looking at these two separate but related projects, the City’s work on engagement will be related to, but not identical to, the Park Board’s Downtown Service Area Master Plan engagement, and the City will not be using the entire suite of tools identified above.

The City’s engagement will focus on targeted engagement including guided workshops (workshop kits), project updates and talking points for TAC members to share with their constituencies, facilitated ground truthing and feedback from constituent engagement, and deliverable-driven focus groups that facilitate engagement around the city’s key Downtown Public Realm Framework deliverables. For instance, one of the deliverables will be an Event Planning Guide; this deliverable will benefit from engagement and focus meetings with Meet Minneapolis, the Minneapolis Downtown Council, and others. From the City’s point of view, TAC member involvement doesn’t end with attending the meetings; TAC members will be asked to act as “Engagement Captains” who will take this information back to their constituencies and ask their coworkers for input/feedback. The City will participate in this process as needed. Jennifer noted that through this joint project they can use similar tools to go a further distance, minimizing the overlap but maximizing the effort. She fielded a question about whether staff from the City of Saint Paul, as a neighboring community with riverfront issues, had been engaged in this process or invited to attend a meeting. Lacy Shelby,

Principal Urban Designer, Minneapolis CPED, said that they had met with Lucy Thompson, Principal City Planner in Saint Paul's Planning and Zoning Office, and other staff for a preliminary conversation. Lucy demonstrated some interest, and the project team will follow up with her. Jennifer added that Minneapolis and Saint Paul are co-hosting a City Parks Alliance's International Urban Parks Conference in July 2017. The focus of the conference will be the river and connectivity, which could be a national and international model.

*Online Survey* [[PPT Page 7](#)]

Lydia Major, Landscape Architect, LHB, said that TAC members are always invited to send their comments via email to Marsha Wagner ([marsha@castlevisions.com](mailto:marsha@castlevisions.com)). TAC members are also asked to complete a short survey that contains the following five key questions:

- Do the tools described seem like a reasonable range of methods for engaging the community?
- Do you have specific additions or changes to the existing organizations list?
- Are the targets described on the dashboard generally reasonable?
- Are you willing to help with any specific community engagement outreach methods?
- Do you have any other comments?

TAC members are invited to give their opinions about whether these are on target or not, and to express other thoughts. When asked about the time frame for completing the survey, Lydia said it will remain open-ended to be used by the SC, but that this information will be used at the next TAC meeting on March 3. Jennifer added that suggestions or comments specifically on stakeholders or focus groups are more timely since these will be scheduled early in the next phase of the project.

### **3. Report Back on Small Group Exercise**

Lacy reported that a huge amount of information was gathered through the markers-and-trace small group mapping exercises at the TAC and SC meetings in January. Each group's map exercise was collected, and all were translated into digital graphic format using Illustrator. The layers were then combined and overlaid. Jody Rader, a University of Minnesota research assistant, took the lead on creating the layered map format that enabled the team to look for patterns and gaps in the workshop results.

- Identified corridors were shown separately by TAC [[PPT Page 10](#)] and SC [[PPT Page 11](#)], with darker yellow lines indicating those that were highlighted by many of the groups. The SC had fewer corridors than the TAC, but both showed corridors extending across the river. Upon request, Lacy identified some of the identified priority corridors: i.e., Hennepin Avenue, Nicollet Mall, Cedar Lake Trail, Chicago Avenue, Washington Avenue, Fifth Street, Portland Avenue.
- Barriers and gaps were shown on a combined map [[PPT Page 12](#)], with darker purple indicating mentions by multiple groups, and dashed arrows suggesting future connections, including across the river.
- Districts were identified [[PPT Page 13](#)], with darker coloring again indicating numerous mentions for areas like the theater or entertainment district, Target Field/stadium district, Downtown East/new stadium district, North Loop, Convention Center, Elliot Park, Cedar Riverside, with a focus on connecting Uptown with Downtown and the riverfront being a priority.
- Events and happenings [[PPT Page 14](#)]: The groups identified primary zones for activities and events. These locations were concentrated both around event venues, near Target Field and the Government Center (for example) or located near parks. The groups specifically called out happenings and events at the Farmer's Market, Loring Park, the Stone Arch Bridge and along Nicollet Mall. Events include the Holidayz, Mill City Farmer's Market, Northern Spark, Zombie Pub Crawl, Rock the Garden, Twin Cities Pride, Basilica Block Party, Minneapolis Aquatennial, Loring Park Art Festival, and others.

- Parks and landmarks [PPT Page 15] included identification of key destinations but people also began to think about connections, and how people move between them. The project team will be looking at this, as well as ways to connect landmarks with park spaces. An example was given of a visitor walking from the Sculpture Garden to downtown, or from downtown to the riverfront, and thinking of how to enhance that experience. Satellite or smaller park amenities relating to the concentration of landmarks in the central core of downtown were indicated.

Lacy said that the SC took the mapping exercise one step further, adding a trace layer for parks [PPT Page 16]. SC members were asked for their ideas on where new parks should be placed, connections between parks, connecting downtown to the river, and connecting smaller parks to the city. Specific consideration of parks will be incorporated into this small group exercise.

Through the mapping exercises the project team collected a lot of downtown-wide information and ideas, but the team needs to better understand the needs of specific constituencies downtown. Realizing that everyone’s experience downtown is different and unique, three main constituencies were identified for further study: resident, visitor, and worker.

#### 4. Targeted Themes Small Group Exercise

##### *City: Residents, Visitors, and Workers: Constituency Mapping*

Kjersti introduced the small group exercise, pointing out that three core constituencies will be mapped, each of which has its own logic, a “day in the life” network uniquely related to that constituency. This exercise will inform future work and priorities, including a possible future phase of work on wayfinding.

TAC members were asked to consider the base case, as well as how underrepresented communities (i.e. homeless, youth) within the constituency are reflected in the map. The same markings used previously [PPT Page 22] were to be used to indicate corridors, districts, happenings/events and landmarks.

Each base map is different, as each one is unique for its constituency:

- Visitor base map [PPT Page 19] includes hotels, destinations, LRT
- Worker base map [PPT Page 20] includes skyways, parking, bus, plazas
- Resident base map [PPT Page 21] includes grocery stores, schools or places of learning, religious institutions, social services/government

##### *Parks: Gaps/Search Areas and Guiding Principles*

Jennifer explained that on the park layer, the groups were to do four things:

- Identify the primary user groups for each existing downtown park, labeling parks “V” for visitor, “W” for worker, and/or “R” for resident
- Use up to three key words to describe the primary character elements that should inform design principles for each downtown park
- Identify corridor gaps, including trails, paths, greenways, sidewalks, bridges, etc., which can be connectors to parks or key public spaces in and of themselves
- Identify search areas for future parks

The information from these maps will be used in charrettes to develop overall design guides. The TAC and SC will help identify, understand and balance local, city-wide and downtown needs of individual parks, and to identify the next generation of parks.

[Small Group Exercise, followed by reporting]

*Visitors Group* (Kathleen Boe, Minneapolis Riverfront Partnership; David Knoll, Meet Minneapolis; Janette Law, Minneapolis Parks Foundation; Bob Loken, Minneapolis Pedestrian Advisory Committee; Ben Shardlow, Minneapolis downtown Council; Rory Stierler, National Park Service; staff: Kjersti Monson and Marsha Wagner)

The Visitors group began by defining two types of visitors:

- Long distance visitors are those who have traveled more than 400 miles, usually flying in to attend a meeting, event, or convention; it is a goal of Meet Minneapolis to incentivize these visitors to add a day at the beginning or end of their trip
- Daytrip visitors are those who have traveled (probably by car) more than 50 miles but less than 400 miles, multiple times per year, not including workers or residents. They may have more time to explore, and are probably more active.

City map:

- LRT as a key visitor connection – visitors will ride it between Minneapolis and Saint Paul, the Mall of America and the airport
- Hotels are at the center of the visitor experience – how visitors are getting to and from them
- Key destinations for distance travelers include the convention center, the riverfront around the Stone Arch Bridge, Nicollet Mall, the Walker, the Guthrie, the Sculpture Garden and restaurant clusters
- Key destinations for daytrippers include some of the above plus Boom Island, Nicollet Island, the Commons, the Riverfront, Loring Park, the Loring Greenway, and St. Anthony Main.
- Destinations for families with kids are of interest to visitors, some of which intersect with parks
- Visitors have a limited number of likely destinations; focus is making them legible and connecting them with wayfinding and so on to where visitors are arriving, staying, and eating
- Key connecting corridors to places like the Sculpture Garden and Loring Park need way-finding
- Key gap is Mega Bus drop-off location by the C Ramp, on the fringe of downtown with no clear direction on where to go
- Meet Minneapolis is planning to launch a visitor information center at Fifth and Nicollet and already has one at the Convention center; if we can direct visitors there, they can answer questions about finding landmarks/certain areas

Park map:

- Distance visitors are interested in the Waterworks Park area on the riverfront and the Sculpture Garden – what does that mean for programming and connectivity?
- Daytrip visitors are interested in Waterworks, the Sculpture Garden, the Commons, the Main Street area, and Loring Park – programming and connectivity implications?
- Key corridors include Nicollet, Hennepin, Washington, Fifth, among others.
- Kid-friendly areas that are larger expanses with things to do
- Twins/Target Field, Target Field Plaza and Target Field Station
- A key gap in both the distance visitor experience and the daytripper experience is the gateway park area, which should be a monumental connection between Nicollet, Hennepin, and the riverfront
- Gaps were shown backing up to the river, the North Loop
- The group identified a zone west of Chicago, east of Marquette, south of Sixth and north of the Convention Center for a potential new park.

*Residents Group* (Doug Kress, CPED-Development Services; Chris Linde, Minneapolis Bike Advisory Committee; Tom Loftus, Minneapolis Arts Commission; Sarah Stewart, Minneapolis Public Health Advisory Committee; Staff: Tyler Pederson, Jennifer Ringold, Lacy Shelby)

City map:

- Identified what was lacking, what was good
- If you live in the North Loop, you may go on the river to get downtown
- Identified key gaps, including Second Street; Gateway Park feels private but Second Street is a great route, and bicycle is a great way to get to Guthrie area
- Lack of quick, affordable eating establishments
- Experiences of people living near Loring Park: what are their limits, or feelings about going down Nicollet Mall or being outdoors
- Residents in the Elliot Park area are changing; many college students currently
- Recreation route: access to LRT, near Northeast

Park map:

- Stone Arch Bridge is over-utilized
- Boom Island Park is underutilized
- Important to know how to use plazas and that it's okay to use them
- Connecting spaces is important; use a variety of ways, create pleasant way for people to get around, enhance the experience
- Not all people can be served by all corridors, i.e. Nicollet Mall can be moved through slowly, experiencing it while walking; others want to just get through it or use it for exercise like running; think about parallel corridors for different uses
- North Loop has no parks; pocket parks make more sense than a large park, create flexible spaces to use for pop-up markets or other events; add playgrounds and dog parks, scattered and small

*Workers Group* (Hilary Dvorak, Heritage Preservation Commission; Jessica Galatz, Hennepin County; Mike Hagen, Downtown Skyway Advisory Committee; Cyndi Harper, Metro Transit; Nick Ngo, Minneapolis Advisory Committee on People with Disabilities; Jesse Osendorf, Minneapolis Downtown Council; Heidi Ritchie, CM Frey Policy Aide; Patrick Sadler, CM Goodman Policy Aide; Staff: Jody Rader, Sarah Weeks)

Focused on the core of office space, most-traveled skyway area bordered by Fifth Street, Eleventh Street, Hennepin Avenue and Fifth Avenue South

City map:

- Landmarks: Target or Macy's for shopping, health club and Y, post office, Peavey Plaza, Happy Hour destinations in the North Loop, Target Field particularly during day games
- Restaurants: quick options, fast food and takeout, not sit-down restaurants
- Commute routes/transit: Marquette and Second north-south, Sixth and Seventh east-west
- North Star station and LRT on Fifth Street
- Freeway: express buses on Third and Fourth Streets accessing 94 to the Northwest, Eleventh and Twelfth Streets accessing 394 or 35W South); Washington Avenue-Fifth/Fourth Street access
- Bike access and bike gaps; Seventh Street is primary corridor
- Connections from Northeast to Downtown
- Park and Portland

Park map:

- Mill City and Target Field – all three groups
- Cedar, Southside – Residents
- Plazas/public space – Workers
- Corridors – pointing to the center of downtown as well as to the river
- Circles showed potential public spaces or parks: North Loop, Peavey Plaza, Nicollet Mall and Hennepin Avenue, Post Office, rooftops

Terms:

- Nicollet Island: festivals, weddings, galas
- Student population, recreation, wildlife
- Commons: unfamiliar/unsure

At the conclusion of the reporting, Lacy, Kjersti and Jennifer thanked everyone for their participation and good information.

## **5. Adjourn**

The meeting was adjourned at 11:04 a.m.

*This constitutes my understanding of items discussed and decisions reached.  
If there are any omissions or discrepancies, please notify the author in writing.*

Submitted by:

Marsha Wagner, CastleVisions

[marsha@castlevisions.com](mailto:marsha@castlevisions.com)