

DOWNTOWN SERVICE AREA MASTER PLAN AND DOWNTOWN PUBLIC REALM FRAMEWORK PLAN

Technical Committee (TAC) Meeting #7

July 7, 2015
9:00-11:00am

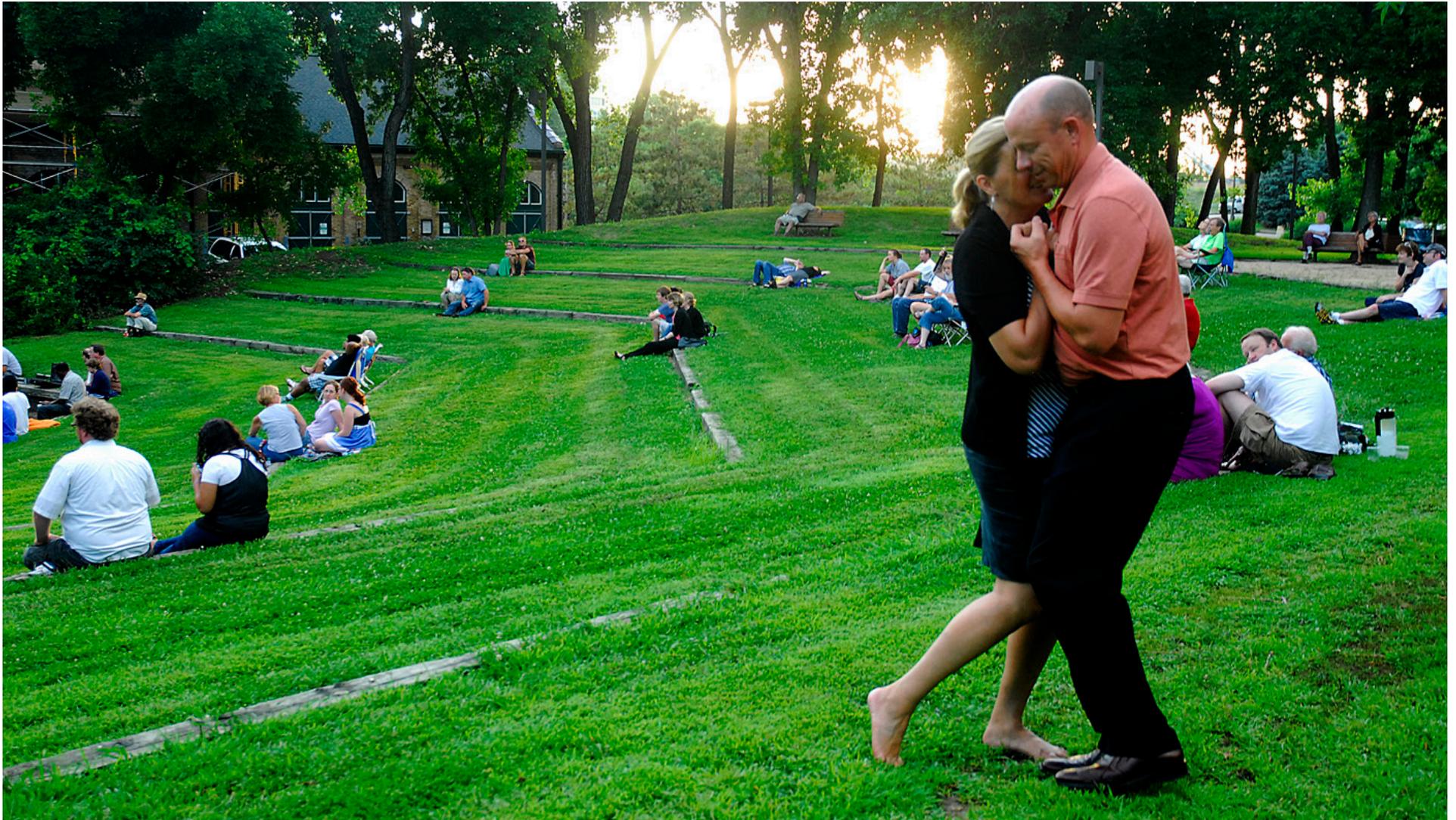
MEETING AGENDA

- Welcome/Introduction
- Downtown Service Area Master Plan Update
- Downtown Public Realm Framework Plan Technical Exercise
- Large Group Share
- Upcoming Activities



DOWNTOWN SERVICE AREA MASTER PLAN

» Parks and Trails



DOWNTOWN SERVICE AREA MASTER PLAN

» Update on Progress:

- Flushing out Personas and Motivators
- Community Engagement Efforts
- Setting Guiding Principles and Vision
- Neighborhood Parks Design

DOWNTOWN PUBLIC REALM FRAMEWORK PLAN

» Streets and Plazas



PUBLIC REALM FRAMEWORK

OVERALL STRUCTURE OF THE POLICY DOCUMENT

The Downtown Public Realm Framework will be comprised of overarching values, policy chapters, and recommendations.

- **Overarching Values - Required Performance-Based Lenses**
 - *Possible examples (pending engagement):*
 - *Whole Systems Planning*
 - *Sustainability/Resilience*
 - *Placemaking*
 - *Equity*
- **Policy Chapters - Thematic or Subject Driven Chapters**
 - Physical Framework - a map
 - Development Guidelines - requirements
 - Enhancement Toolkit - tools
- **Recommendations**
 - Integrated Modes
 - Events & Activation
 - Implementation

PUBLIC REALM FRAMEWORK

TECHNICAL SUB COMMITTEES

Technical Subcommittee members will serve as advisors and contributors to the Policy Chapters. Subcommittees will meet formally twice, and may be called upon as individuals or small groups in the interim between meetings to contribute specialized knowledge and skills to shaping specific elements of these chapters:

- Physical Framework
- Development Guidelines
- Enhancement Toolkit

PUBLIC REALM FRAMEWORK

TECHNICAL SUB COMMITTEES

Physical Framework Plan sub-committee members should possess knowledge about one or more of these things:

- Neighborhood/resident priorities for enhancement;
- Downtown Council/DID priorities for enhancement;
- City priorities for visitation and tourism;
- Expertise in the principles of urban design, activation/placemaking;
- Familiarity with development opportunity sites, the City's development; and growth goals for downtown;
- Familiarity with the downtown system of parks and trails;
- Familiarity with Bike and Ped advocate's priorities;
- Familiarity with utility and infrastructure systems downtown;
- Awareness of environmental or ecological conditions downtown.

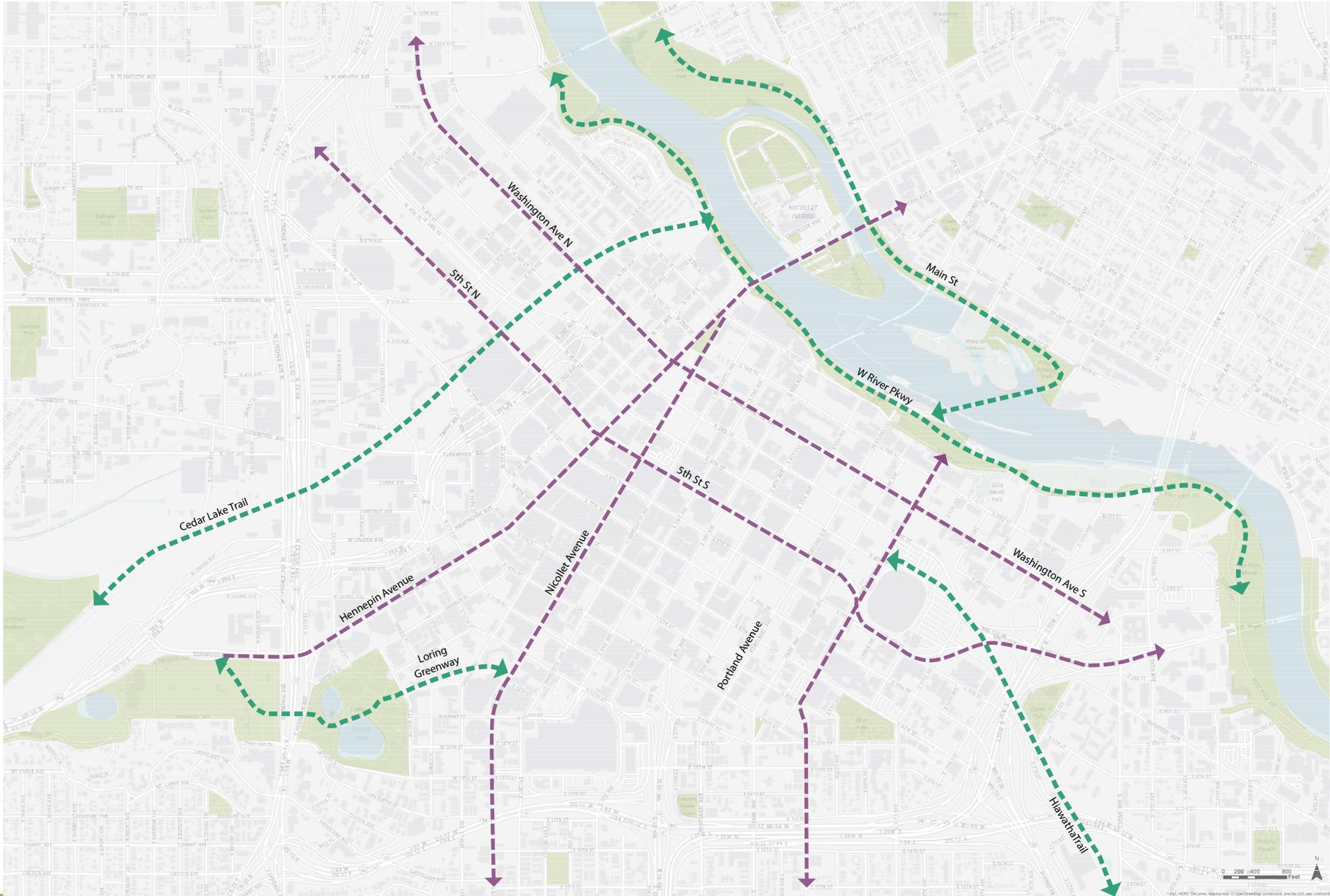
PUBLIC REALM FRAMEWORK

1 - PHYSICAL FRAMEWORK

- **Physical framework** and priorities that consider and contribute to the basic framework building blocks of *district*, *corridor*, and *place*.
- A **whole systems** plan that connects urban streets and plazas to the broader system of parks, trails and recreation
- Creation of **development and programming opportunities** that result in rich places supported by activities
- Define **near term, mid term and long term** implementation goals

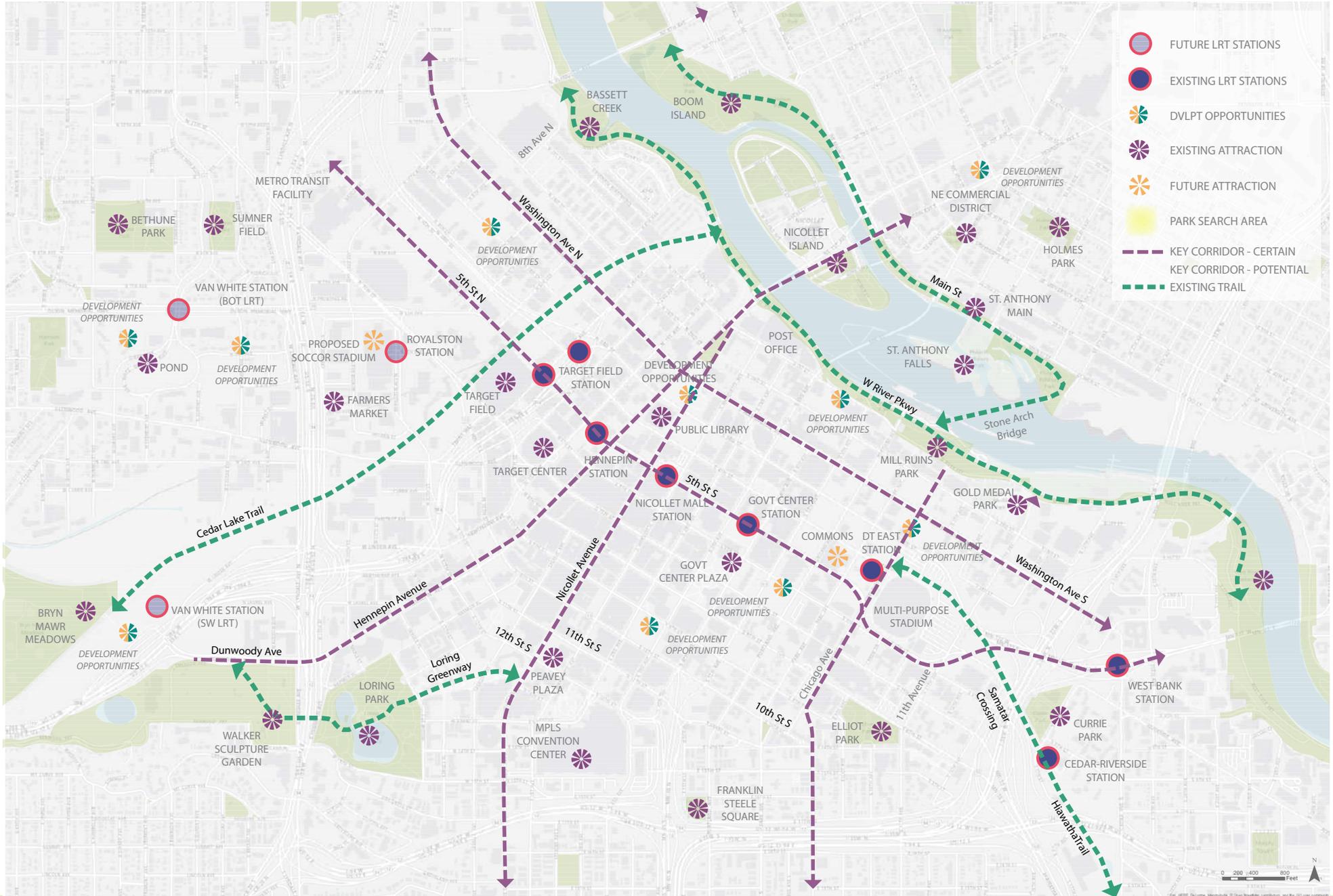
ITERATION 1 OF WORK IN PROGRESS

FRAMEWORK PLAN-CONSENSUS PRIORITIES



ITERATION 1 OF WORK IN PROGRESS

FRAMEWORK PLAN - CONTEXTUAL ELEMENTS



PUBLIC REALM FRAMEWORK

1 - PHYSICAL FRAMEWORK

Questions for the Subcommittee:

- » What qualitative outcomes do we seek to achieve in establishing a priority framework of districts, corridors, and places? Where can we identify consensus goals to create specific kinds of character and activity?
- » What kinds of uses are occurring downtown, and how does this inform district, corridor, and place identity?
- » How can we focus on implementing a high level priority framework, and also create a path for local initiatives that emerge within and around it?
- » How can we move toward adoption of the physical framework? How should our draft priorities be vetted?

PUBLIC REALM FRAMEWORK

TECHNICAL SUB COMMITTEES

Development Guidelines sub-committee members should possess knowledge about one or more of these things:

- Development review and permitting;
- The legal framework of zoning and development regulation;
- Private sector real estate development experience;
- Private sector architectural design and consulting experience;
- Experience with a successful public realm enhancement initiative;
- Familiarity with policies related to right of way design and engineering;
- National trends and best practices in public/private partnership.

PUBLIC REALM FRAMEWORK

2- DEVELOPMENT GUIDELINES

- Incent or guide character and uses that will **enhance corridor or place identity**
 - Consider how to guide or leverage development program, density, and site organization to better contribute to place identity
 - Consider if, where and how to consider downtown activation
 - Identifying and providing ease in activating programmable districts, streets, places
 - Land use considerations - enhancing (not conflicting with) priority activation areas
 - Determine how to achieve effective guidance, and how/when to make technical assistance and resources available
- Define **guidelines for development abutting priority public realm elements**; consider ground floor uses, street wall characteristics, & contribution to streetscape enhancement.

DENVER
LIVING STREETS
December 2014

DENVER
THE MILE HIGH CITY

Downtown Austin
Creative Collaborations



LIVABILITY is an important contributor to cities **competing for talent**. Each year, national and global livability rankings receive substantial media attention and are widely shared. Although **skills development is still the number one requirement to attract new business**, it is commonly understood that a **livable city is a key selling point for those companies seeking to attract national or global talent**. Last year, Minneapolis ranked 40th out of 141 cities for livability (Economist Intelligence Unit).

DEFINING "PATHS & PLACES"



STANDARD VS. ENHANCED STREET

	LIGHTING	WAYFINDING/ SIGNAGE	SEATING
STREET ELEMENTS			
EXISTING	Acorn, shoebox, teardrop, and lantern are standard styles	Signage on Nicollet Mall	U.S. Benchmark standard bench
ENHANCED			
	modern fixtures with additional features	custom, lighted wayfinding signage	flexible seating (custom/modern styles) with wood, metal

STANDARD VS. ENHANCED STREET

	BIKE RACKS	SURFACES	GREEN INFRASTRUCTURE
STREET ELEMENTS			
EXISTING	"Lollipop" style	Standard concrete	Interconnected tree pits
ENHANCED			
	Custom bike racks/storage	Pervious pavers, custom patterns	curb cut inlets, rain gardens, vegetated infiltration systems

STANDARD VS. ENHANCED STREET

	STREET TREES /PLANTINGS	TRASH/ RECYCLING	PUBLIC ART
STREET ELEMENTS			
EXISTING	Tree pits or trenches, with mulch and ground-cover plants; 7' min boulevard	Standard DID garbage and recycling bins	artistic grate cover on Nicollet Mall
ENHANCED			
	Width varies, native plantings, infiltration basins/gardens	'smart' bins with more options for composting, etc...	Interactive, multi-sensory art

PUBLIC REALM FRAMEWORK

2 - DEVELOPMENT GUIDELINES

Questions for the Subcommittee:

- » What qualitative outcomes do we seek to achieve?
- » What mechanisms are in place today to guide development outcomes for the public realm? Do we have the tools we need to achieve those outcomes?
- » How can the City provide useful clarity on public realm goals to the development community? Alternatively, what would present undue burden?
- » How would existing City policy and procedures, such as site plan review, be impacted or enhanced?
- » How would private sector interests be impacted or enhanced?

PUBLIC REALM FRAMEWORK

TECHNICAL SUB COMMITTEES

Enhancement Toolkit sub-committee members should possess expertise in one or more of these areas:

- Municipal policies, programs, and funds related to enhancement activities;
- Capital planning and capital project implementation including consideration of operations and maintenance;
- Direct experience in the administration of special purpose entities or districts;
- Familiarity with nonprofit roles;
- Legal and administrative aspects of enhancement activities;
- Knowledge of best practices nationally;
- Familiarity with real estate project proformas and typical costs.

PUBLIC REALM FRAMEWORK

3 - ENHANCEMENT TOOLKIT

- Identify and recommend **funding, operations, and maintenance tools** that are currently available or could be enabled through policy changes
 - Operating Entities
 - Special Districts
 - Special Purpose Entities
 - Dedicated Revenues
 - Fee for Service
 - Lease or Sublease Revenue
 - Event Revenue
 - Tax Increment or Value Capture
 - Assessment
 - Enabling Strategies
 - Permits/Pre-approved Elements
 - Programs (Parklets, Great Streets)
 - Legislative Agenda Topics
 - Zoning or Regulatory Strategies
 - Overlays
 - Developer Contributions
 - **NEW: Government Streamlining**
 - One Stop Shop
 - Developer Services
 - ROW Constraints Mapping

IMPLEMENTATION TOOLS

Existing

» State Legislated

- Special Service Districts (MN Statute 428A)
- Tax Increment Financing (MN Statute 469)
- Pedestrian Mall (MN Statute 430)
- Business (Sidewalk) Improvement Districts (MN Statute 435)

» City Jurisdiction

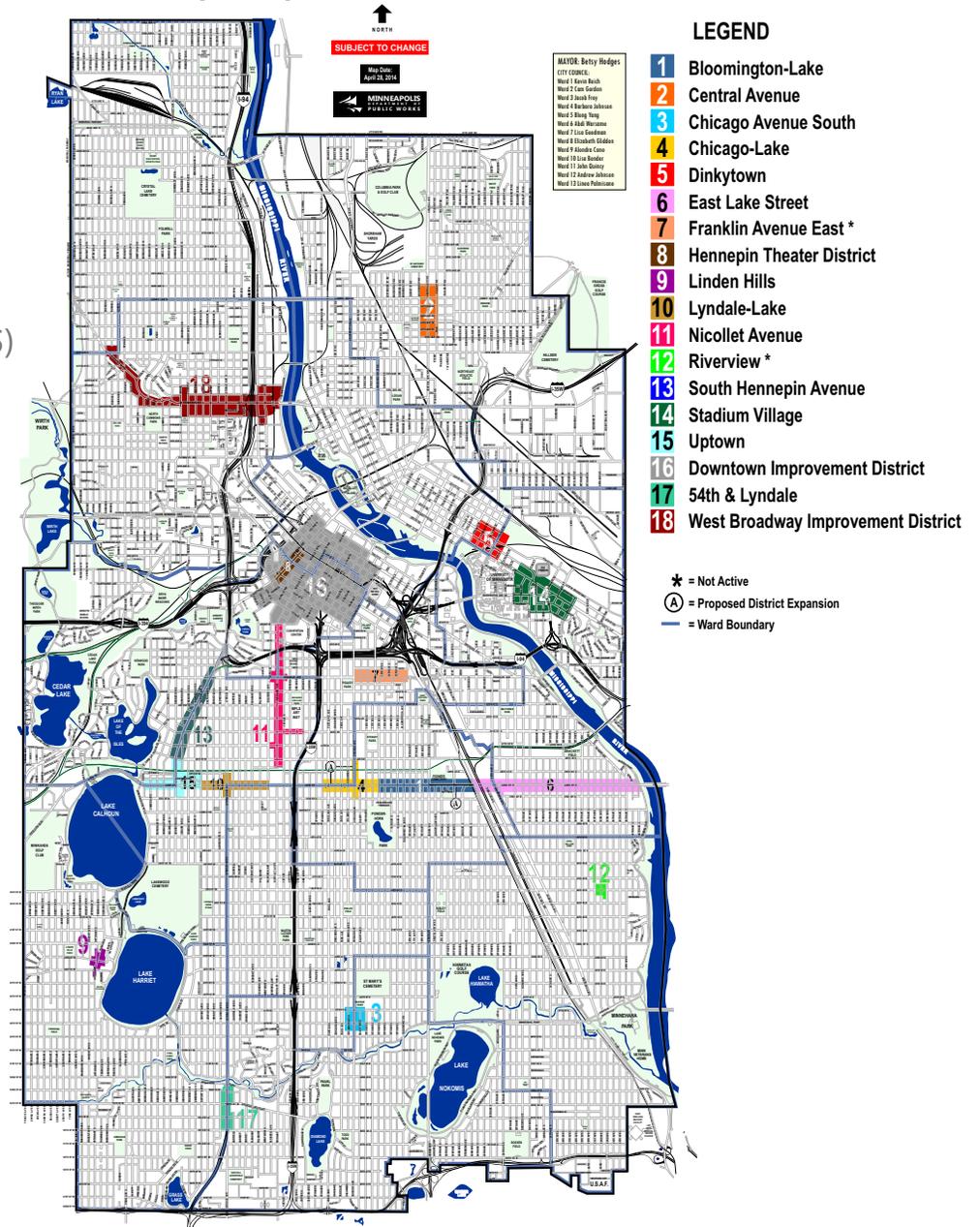
- Encroachment Permit (MuniCode Title 5 Ch. 95)
- Parkland Dedication (MuniCode PB15-7)

» Grants

- Facade Improvement Program (Municipal)
- Livable Communities Grant (Met Council)



Minneapolis Special Service Districts



IMPLEMENTATION TOOLS

Case Studies

» Event Revenue

- New York City- Bryant Park



IMPLEMENTATION TOOLS

Case Studies

» Developer Contributions

- Chicago- Open Space Impact Fee
- New York City- Privately Owned Public Space (POPS)



700 S. Dearborn St.- Chicago

IMPLEMENTATION TOOLS

Case Studies

» Increment or Penny Tax

- Atlanta- Tax Allocation District
- Chicago- Tax Increment Financing Program



Beltline- Atlanta



Kinzie Street- Chicago

IMPLEMENTATION TOOLS

Case Studies

» Credit/Abatement

- Atlanta- Urban Enterprise Zone



Arts Center Plaza - Atlanta

PUBLIC REALM FRAMEWORK

3 - ENHANCEMENT TOOLKIT

Questions for the Subcommittee:

- » What qualitative outcomes do we seek to achieve?
- » What resources are required to deliver that outcome?
- » What public or private policies, procedures, resources, or tools could be utilized to achieve implementation of that goal?
- » How would existing City policy and procedures be impacted or enhanced?
- » How would private sector interests be impacted or enhanced?

COMMUNITY ENGAGEMENT PROCESS

Downtown Service Area Master Plan

» Mapita

<http://bit.ly/pathwaystoplaces>

The screenshot displays the Mapita web application. On the left, a sidebar contains a 'Welcome' message and instructions for users. The main area shows a satellite map of downtown Minneapolis with various streets and landmarks labeled. A legend in the top right corner indicates that the map is powered by Mapionnaire and includes Bing satellite imagery, roads and terrain, and Minneapolis parks. The sidebar text reads: 'Welcome', 'If you live in Minneapolis, show us where you live:', 'click on the Home button below.', 'Move the blue marker close to the location of your home.', 'You can zoom in and out using the +/- buttons in the upper left corner and move around the map using your mouse or buttons on the map.', 'Click the Save button.', 'Home', 'If you work or go to school in downtown Minneapolis, show us where.', 'Work / School', 'If you don't live, work or go to school in the area, please click next to move on.', 'Previous', 'Next'.

NEXT STEPS

- » TAC will meet first Tuesday of every month through October 2015:
 - 8/4, 9/8, 10/6

- » Upcoming Steering Committee meetings:
 - 7/16, 8/20, 10/15