

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

Steering Committee (SC)  
Meeting #5

August 20, 2015  
6:30-8:30pm

# MEETING AGENDA

- Welcome/Introduction
- Downtown Public Realm Framework Updates
- Downtown Service Area Master Plan Updates
  - Group Discussion
  - Small Group Exercise
- Public Comment
- Upcoming Activities

# 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

- Whole Systems Planning
- Sustainability
- Equity
- People-First

- Policy Chapters

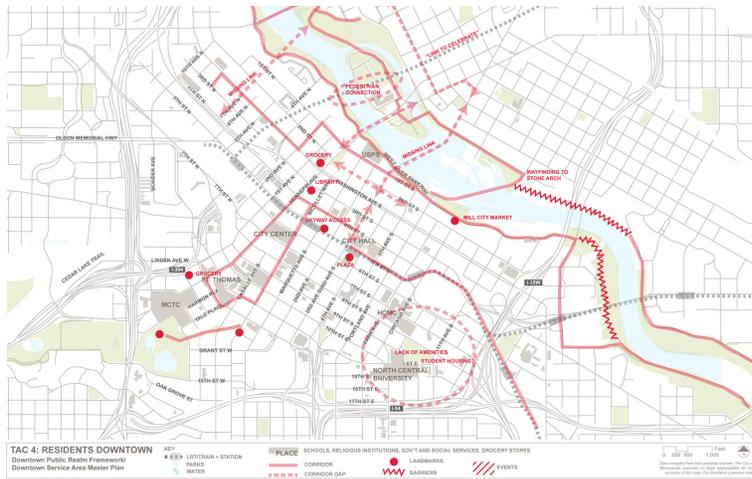
- Physical Framework - Elements: Corridors, Places/Districts, Connections
- Development Guidelines - Requirements for Development within or abutting Elements
- Enhancement Toolkit - Streamlined Services, Funding & Maintenance

- Recommendations

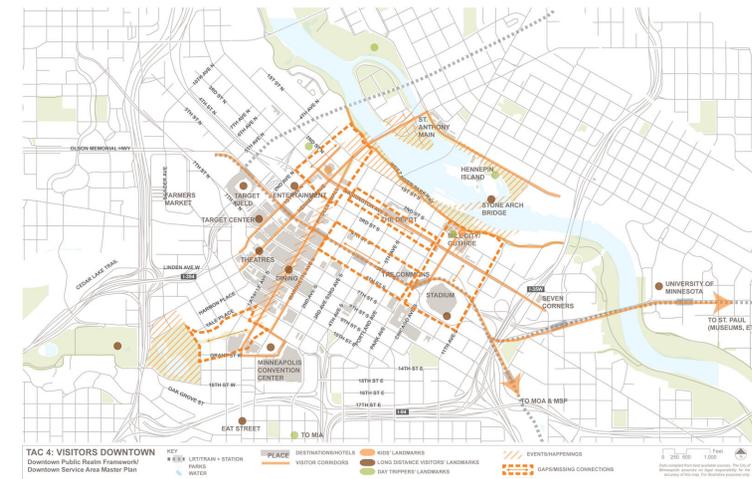
- Integrated Modes
- Events & Activation
- Implementation

# PHYSICAL FRAMEWORK

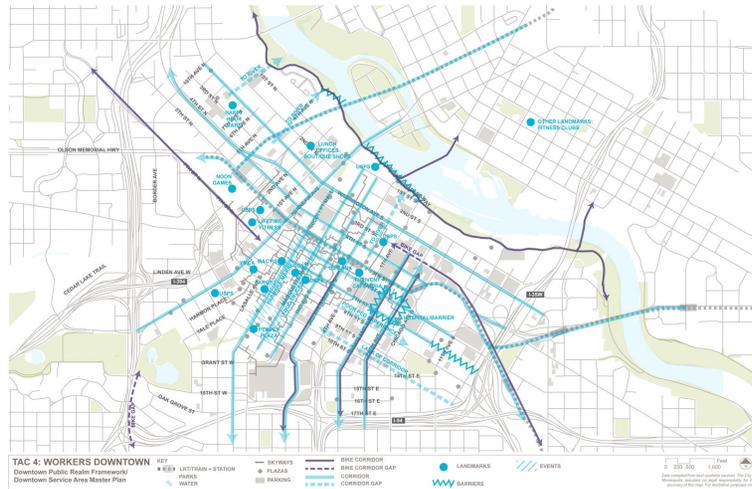
- **Physical framework** establishes the basic framework of policy guidance, including the building block elements of *place or district, corridor, and connection*.
- A **whole systems** plan focused on pedestrian and bike movements, integrating movements to and among urban destinations with the broader system of parks, trails and recreation



# RESIDENTS

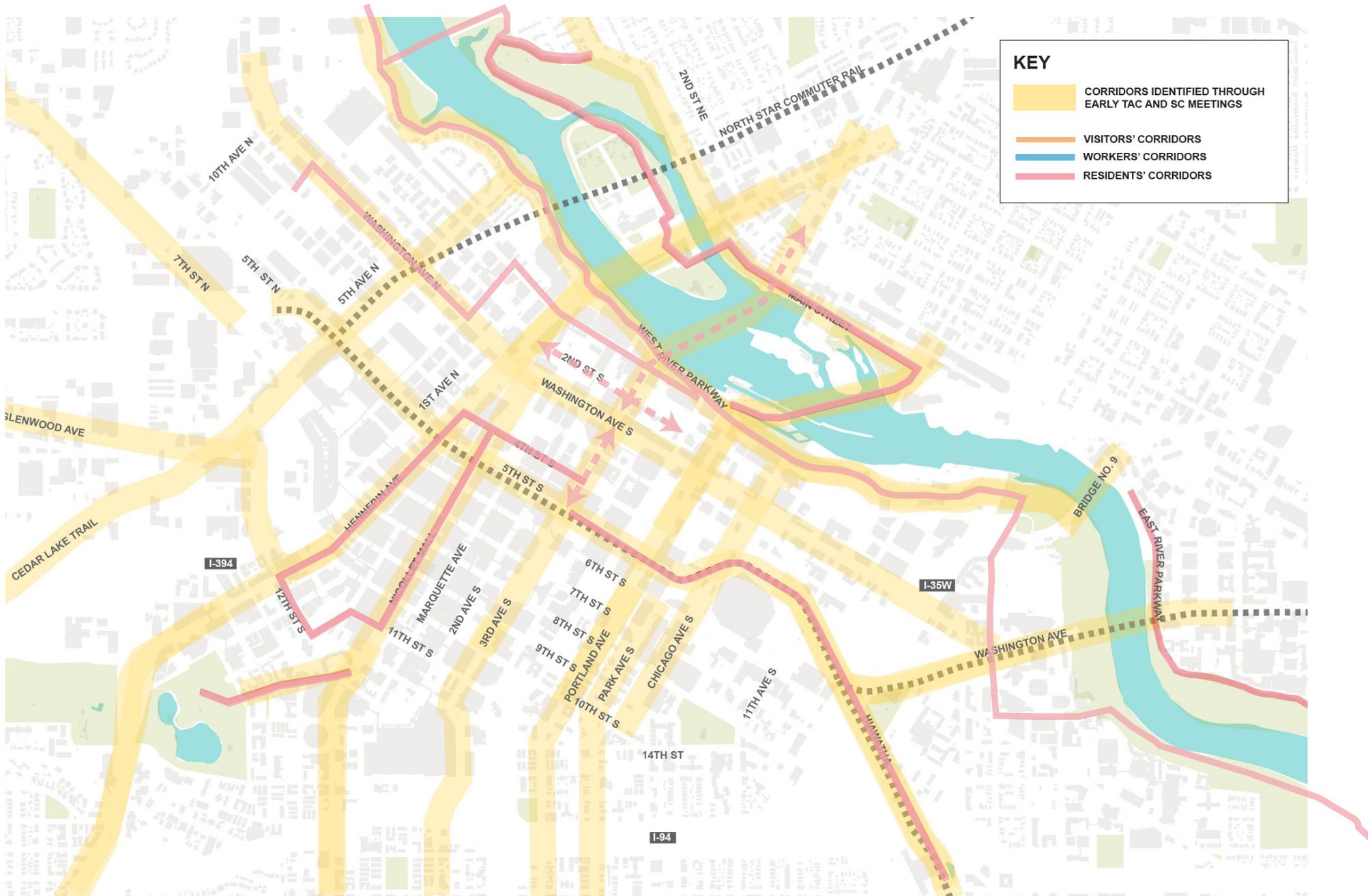


# VISITORS



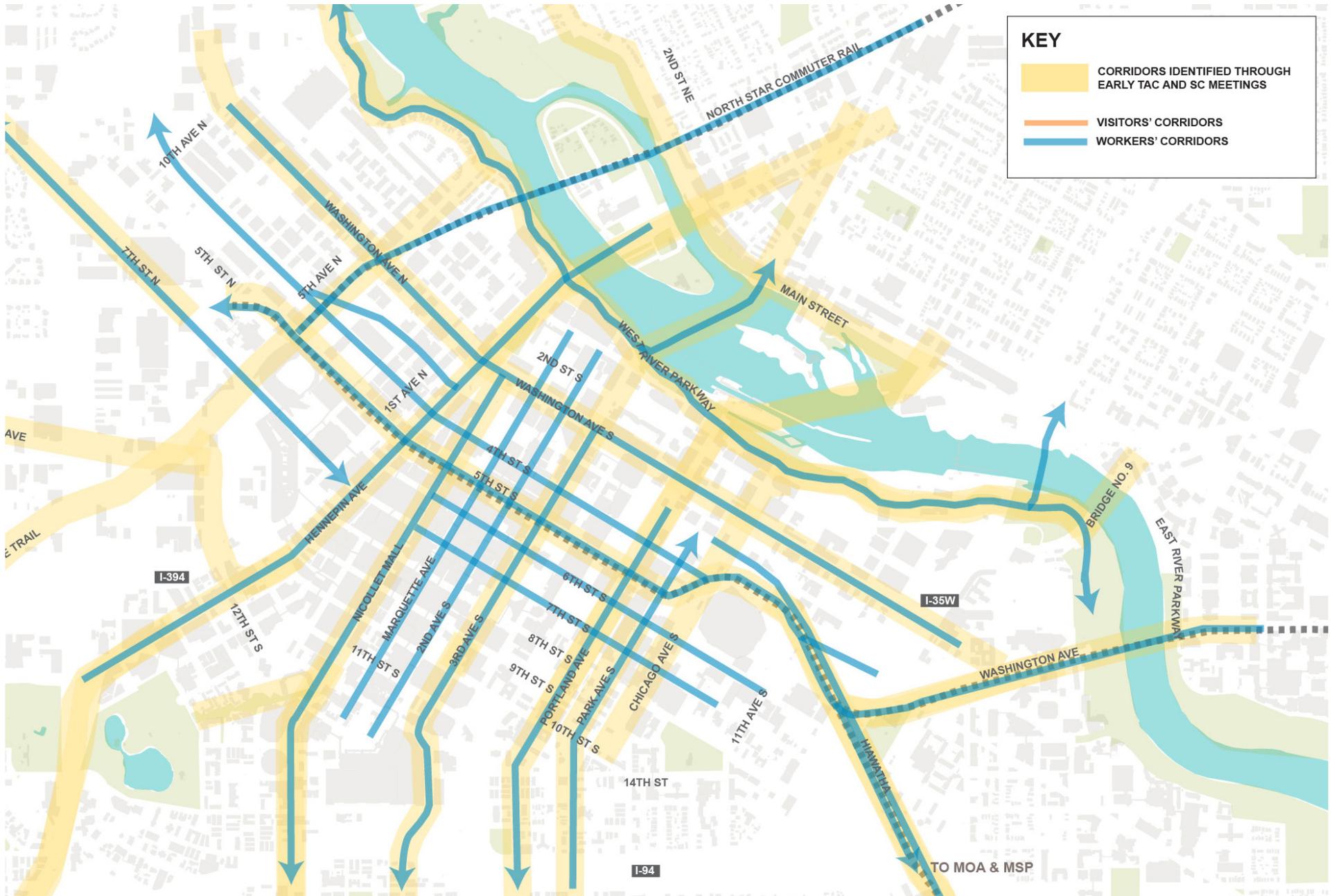
# WORKERS

# FRAMEWORK PLAN-RESIDENT CORRIDORS

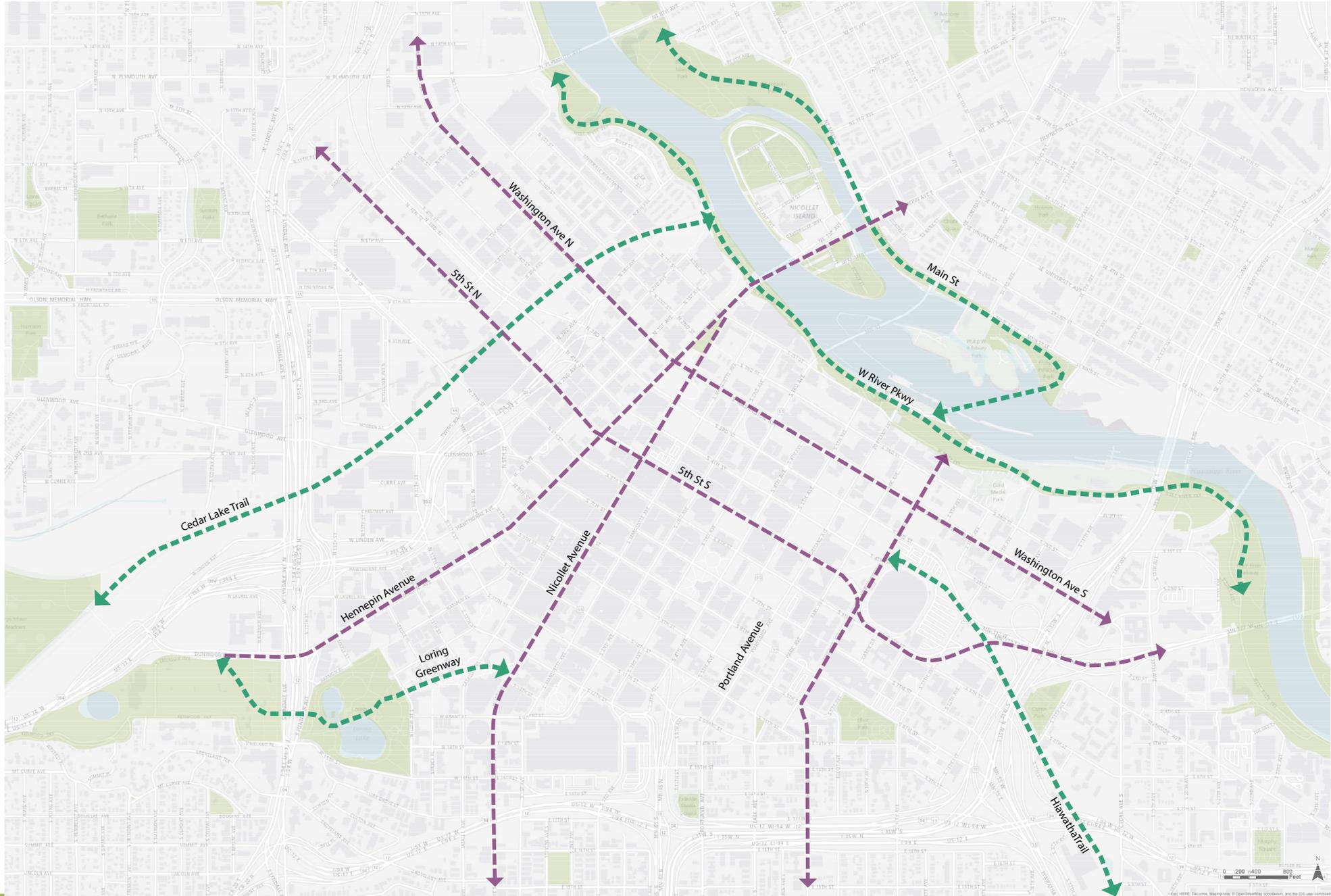




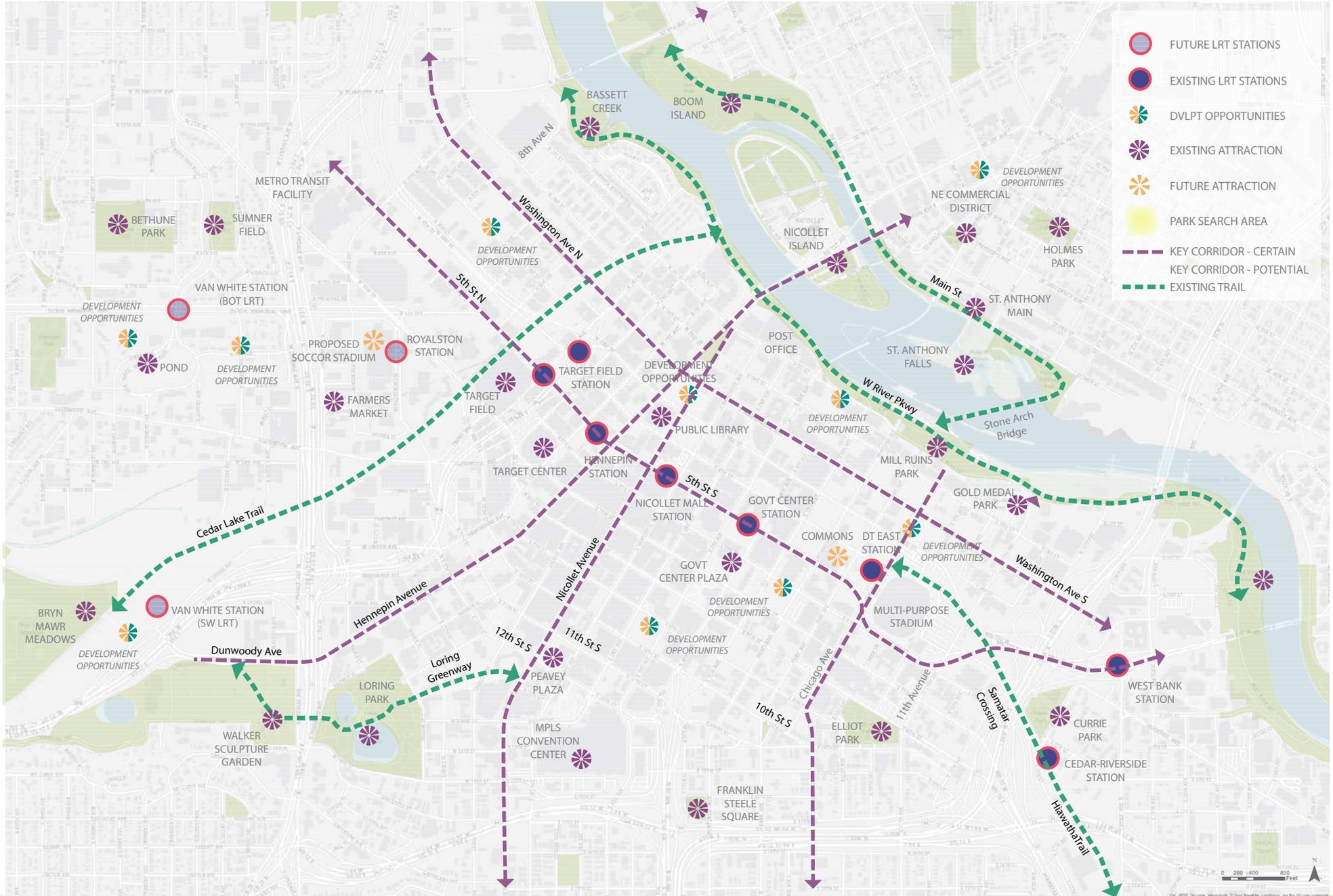
# FRAMEWORK PLAN-WORKER CORRIDORS



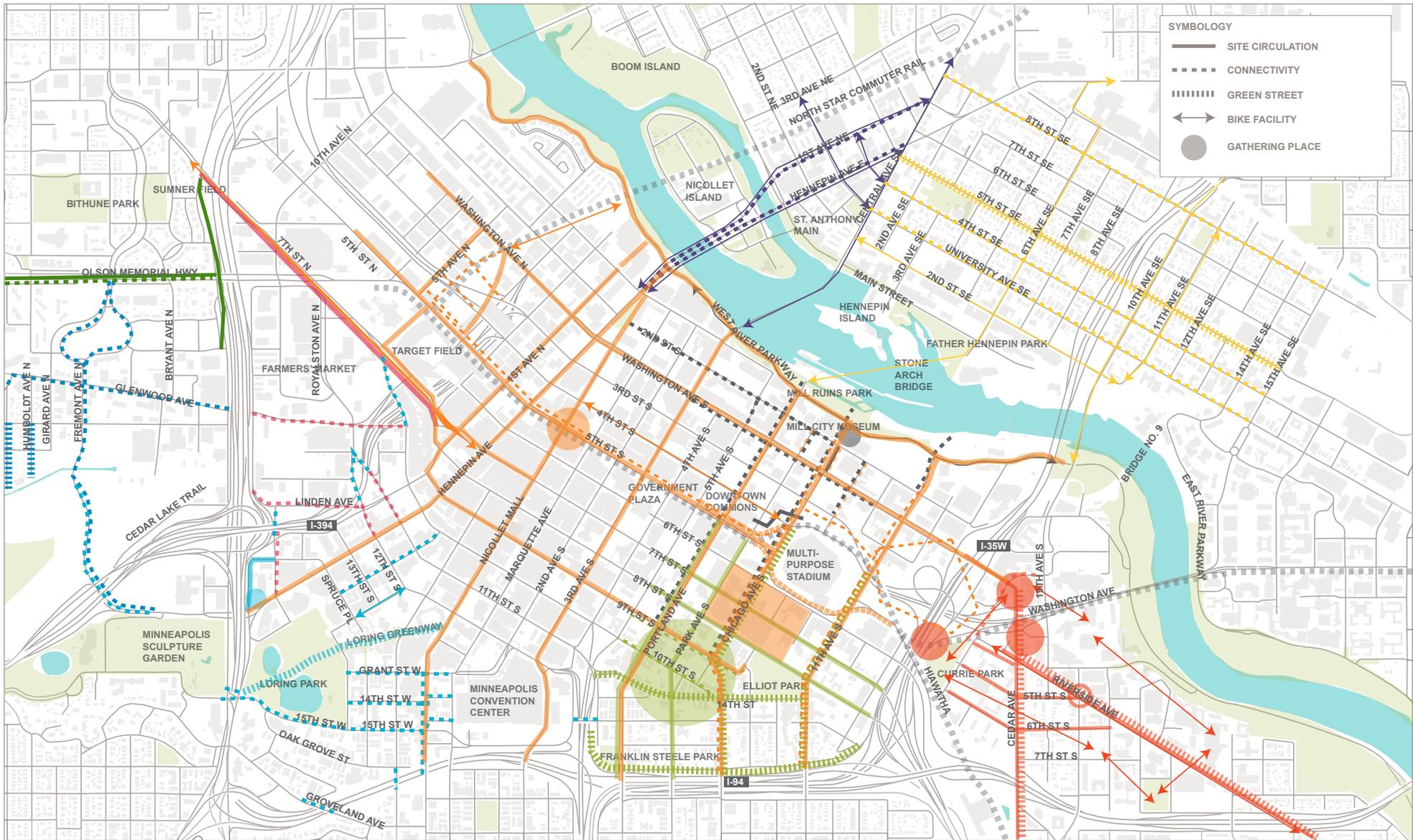
# FRAMEWORK PLAN-CONSENSUS PRIORITIES



# FRAMEWORK PLAN-CONTEXTUAL ELEMENTS



# ADOPTED NEIGHBORHOOD PLANS



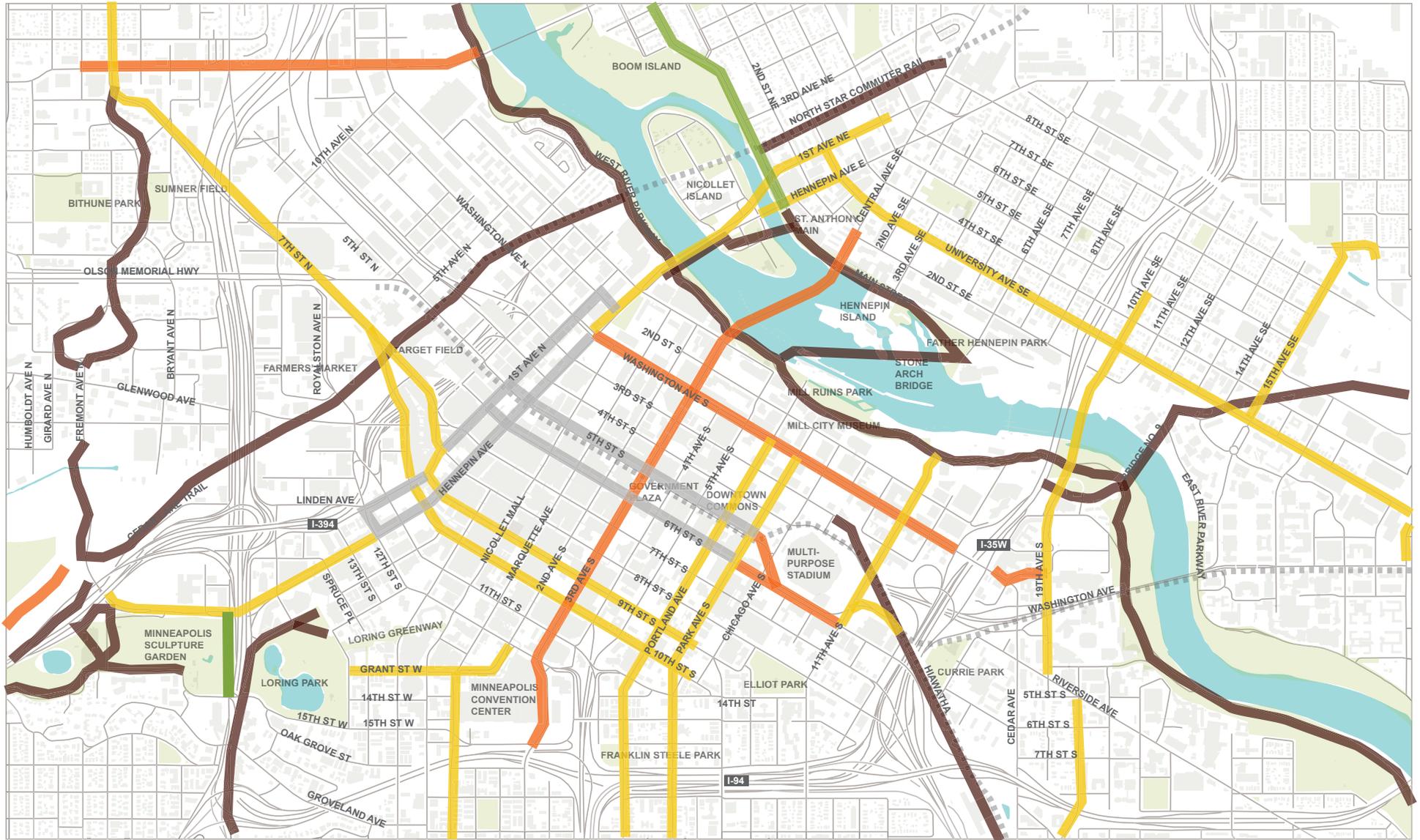
**SMALL AREA PLAN ANALYSIS** 5.20.15  
 Downtown Public Realm Framework/  
 Downtown Service Area Master Plan  
 City of Minneapolis\_CPED

- CEDAR-RIVERSIDE SMALL AREA PLAN (2008)
- MARCY HOLMES NEIGHBORHOOD MASTER PLAN (2014)
- DOWNTOWN EAST/NORTH LOOP MASTER PLAN (2003)
- NORTH LOOP SMALL AREA PLAN (2010)
- HISTORIC MILLS DISTRICT MASTER PLAN (2000)
- MINNEAPOLIS NEAR NORTHSIDE MASTER PLAN (2000)
- ELLIOT PARK NEIGHBORHOOD MASTER PLAN (2002)
- THE LORING PARK NEIGHBORHOOD MASTER PLAN (2013)
- NICOLLET ISLAND-EAST BANK SMALL AREA PLAN (2014)
- BASSETT CREEK VALLEY MASTER PLAN (2007)

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.

# PROTECTED BIKEWAYS



## SMALL AREA PLAN ANALYSIS 5.20.15

Downtown Public Realm Framework/  
Downtown Service Area Master Plan  
City of Minneapolis\_CPED

### PROTECTED BIKEWAYS PLAN DRAFT 2015

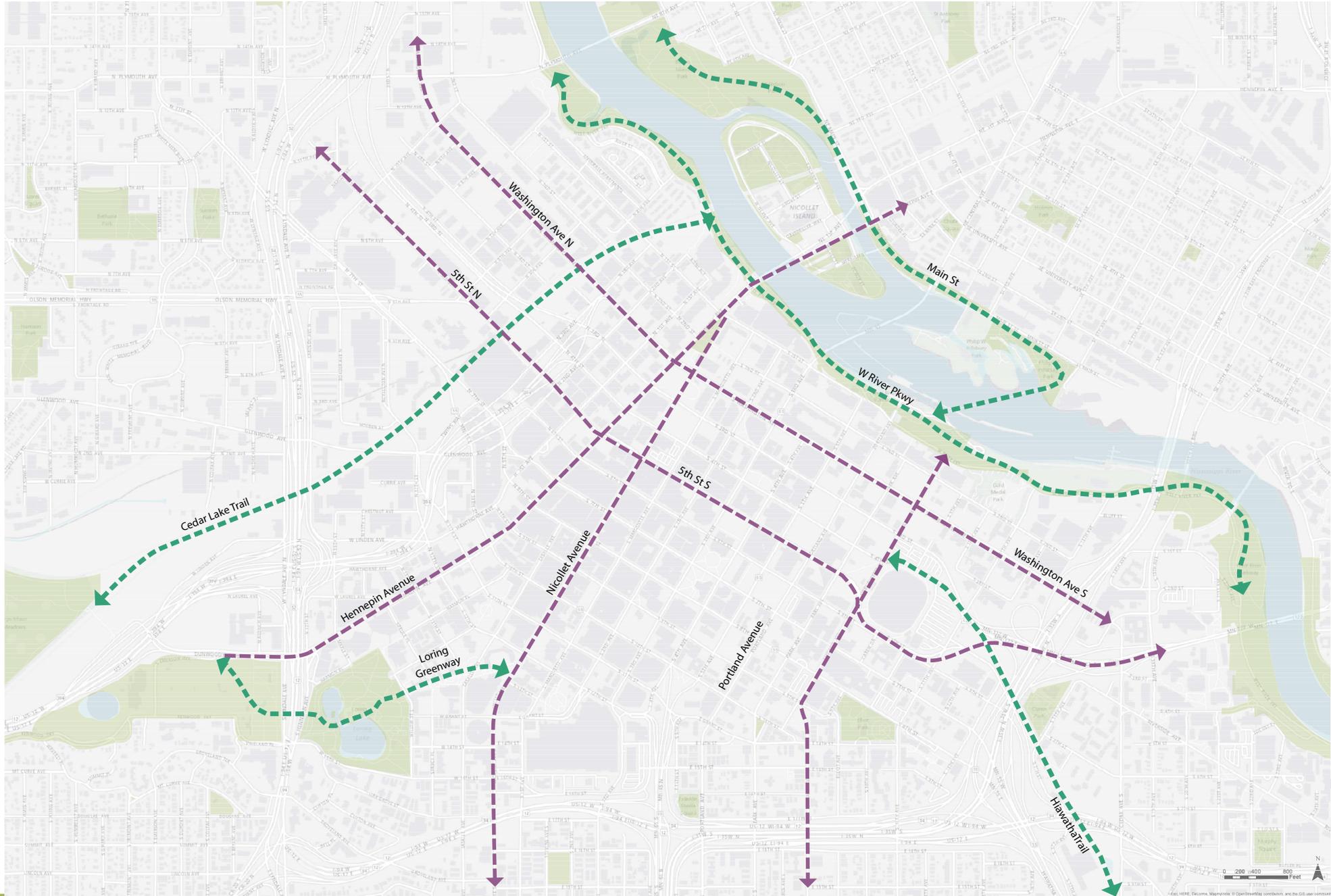
- EXISTING PROTECTED BIKEWAYS
- TIER 1 PROTECTED BIKEWAYS
- TIER 2 PROTECTED BIKEWAYS
- TIER 3 PROTECTED BIKEWAYS
- TIER 3 TO BE DETERMINED BIKEWAYS



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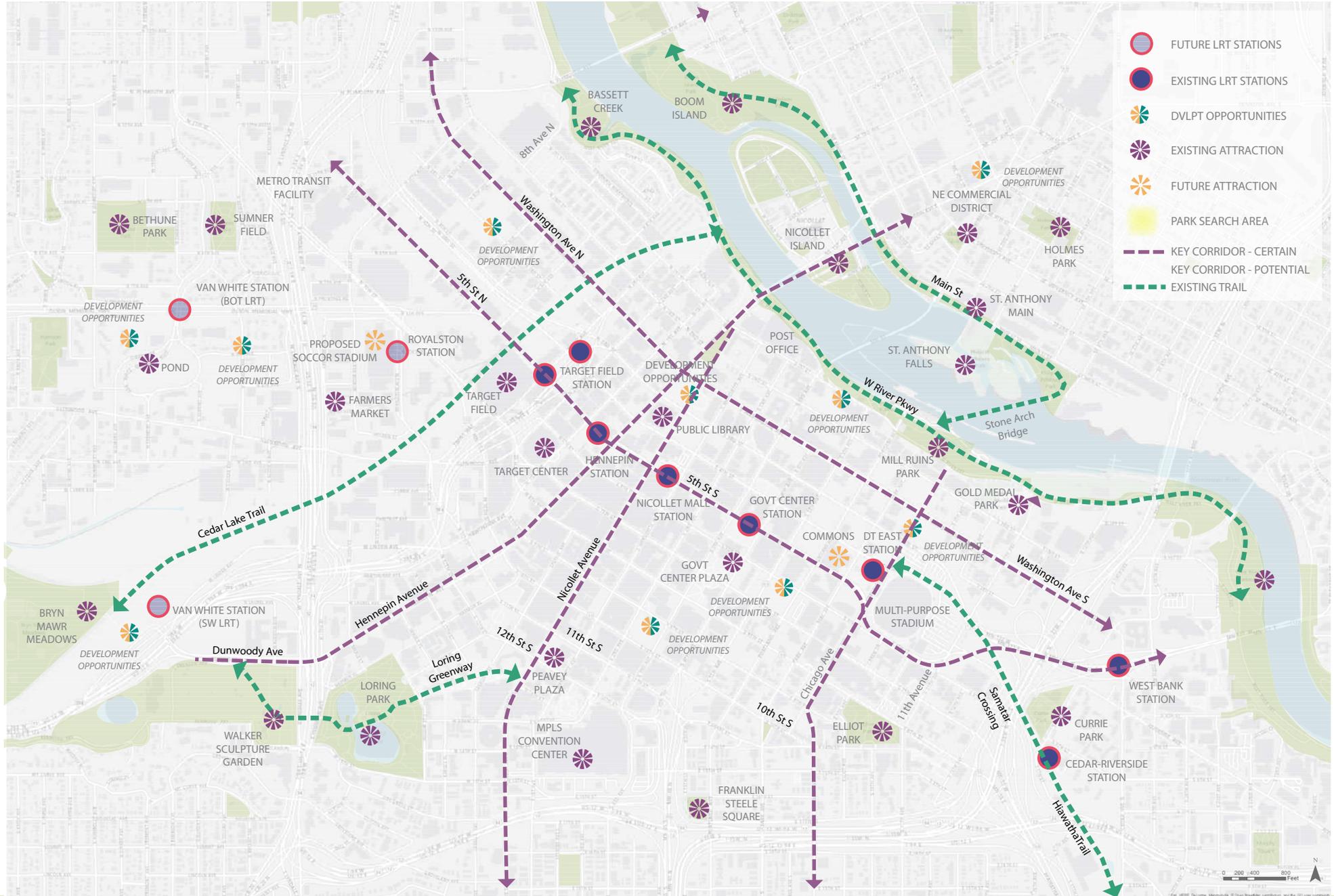
# ITERATION 1 OF WORK IN PROGRESS

# FRAMEWORK PLAN-CONSENSUS PRIORITIES



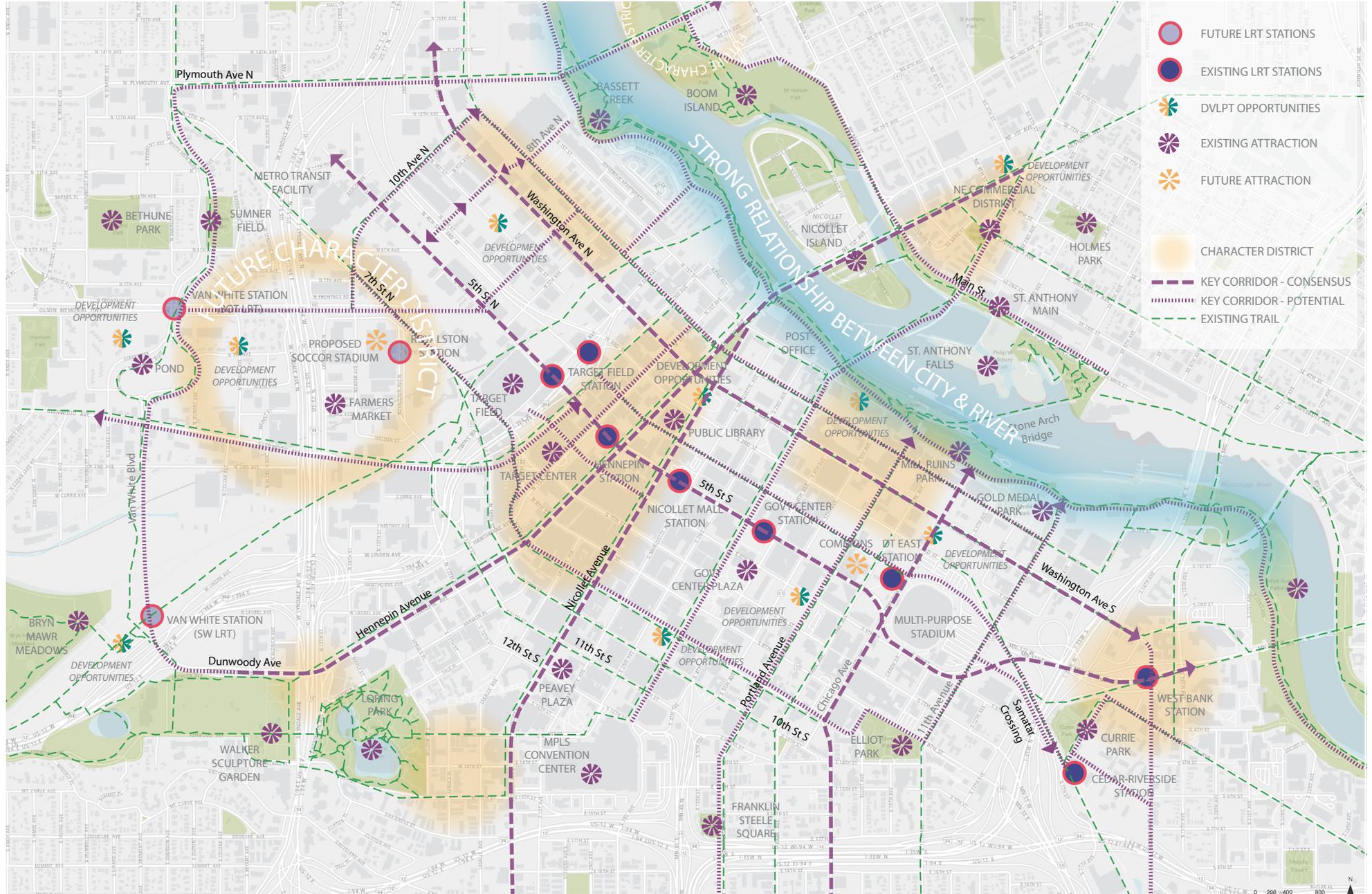
# ITERATION 1 OF WORK IN PROGRESS

# FRAMEWORK PLAN - CONTEXTUAL ELEMENTS



-  FUTURE LRT STATIONS
-  EXISTING LRT STATIONS
-  DVLPT OPPORTUNITIES
-  EXISTING ATTRACTION
-  FUTURE ATTRACTION
-  PARK SEARCH AREA
-  KEY CORRIDOR - CERTAIN
-  KEY CORRIDOR - POTENTIAL
-  EXISTING TRAIL

# FRAMEWORK PLAN - DISTRICTS, CORRIDORS, KEY CONNECTIONS



# POLICY BUILDING BLOCKS

## Corridor



*Hennepin Avenue*

Corridors are identified as major existing connections between destinations, landmarks and other key features of downtown. They are the primary pathways that pedestrians use to move from place to place and will be guided by the Public Realm Framework for enhancement through planting, furnishing and complimentary adjacent uses.

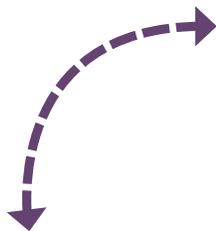
## District



*Mill District*

Districts refer to places in Downtown that already have a cohesive identity and that foster a concentration of active pedestrian uses. They include clusters of street facing retail and restaurants, frequently programmed public spaces, active business districts and transit hubs. Districts will be guided by the public realm framework to incorporate enhancements that are complimentary to their active uses and that augment their capacity for fostering pedestrian activity and interaction.

## Connection

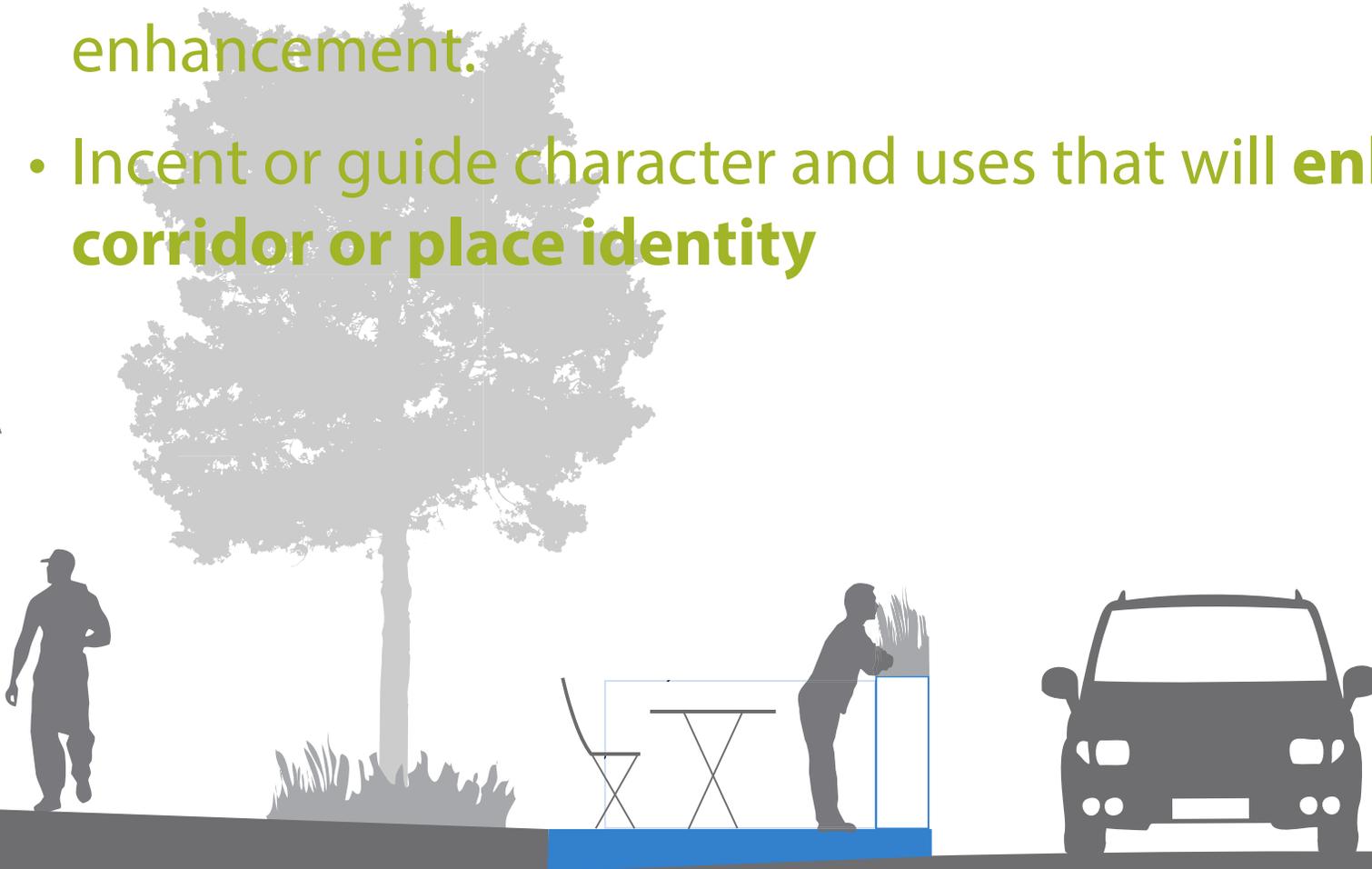


*Cedar Lake Trail / North Loop Connection*

Connections refer to critical conduits and connection points between different corridors and districts that do not yet exist or that require significant investment. They are critical to creating a whole system by making sure that there are no dead-ends, stray paths or weak links in the pedestrian experience of the downtown public realm.

# DEVELOPMENT GUIDELINES

- Define **guidelines for development abutting priority public realm elements**; consider ground floor uses, street wall characteristics, & contribution to streetscape enhancement.
- Incent or guide character and uses that will **enhance corridor or place identity**



# DEVELOPMENT GUIDELINES

- Developer Guidelines will focus on **three areas of guidance** and best practice recommendations

Street Furnishing



Street Trees/Greening



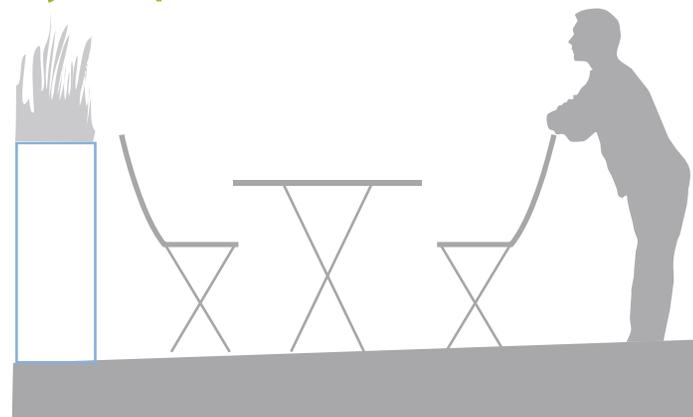
Ground Floor Uses



# DEVELOPMENT GUIDELINES

## STREET FURNISHING

- We would define street furnishings as anything that **enhances the public realm** by providing important amenities for pedestrians **improving livability and adding vitality** to a street. Street furnishings make for a more welcoming experience for those users while providing interest.
- The Developer Guidelines on street furnishing will provide guidance:
  - Placement/Siting/Spacing (accessibility requirements)
  - Minimum clearance dimensions
  - Permitting
  - Process
  - Maintenance



# DEVELOPMENT GUIDELINES

## STREET FURNISHING

Features might include:

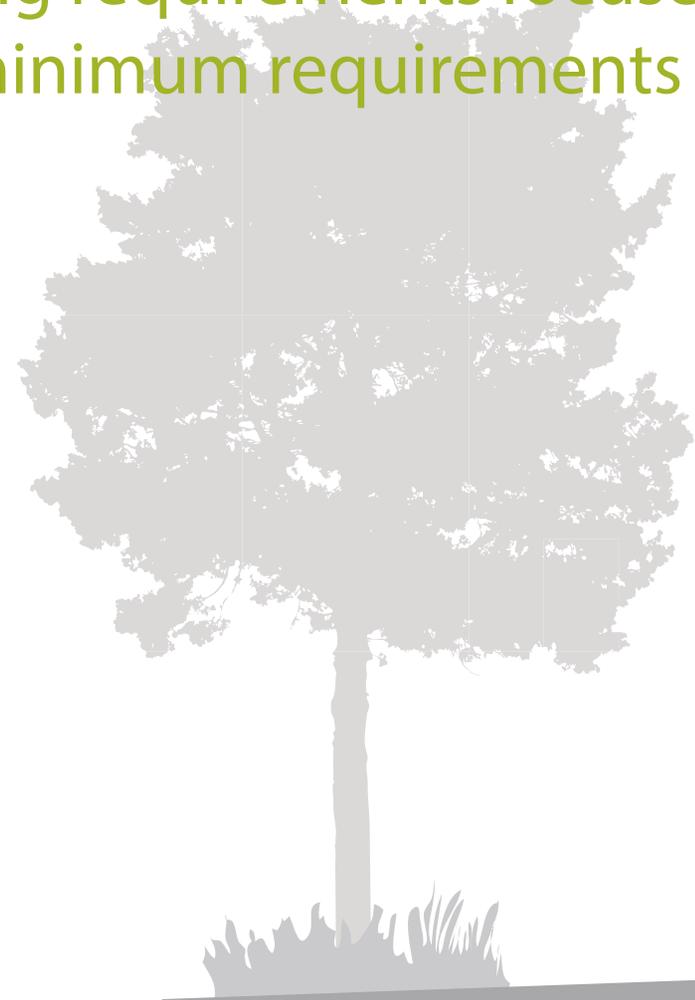
- Street lighting, benches, planters, trash and ash receptacles, public art, bike racks, news racks, bollards, Parklets, transit shelters, etc.



# DEVELOPMENT GUIDELINES

## *STREET TREES AND GREENING*

- The goal will be to address planting requirements focused on providing guidelines around minimum requirements
  - Dimensions
  - Planting medium
  - Species selection practices (MPRB)
  - Tree protection
  - Spacing requirements
  - Tree guard and tree grate guidance



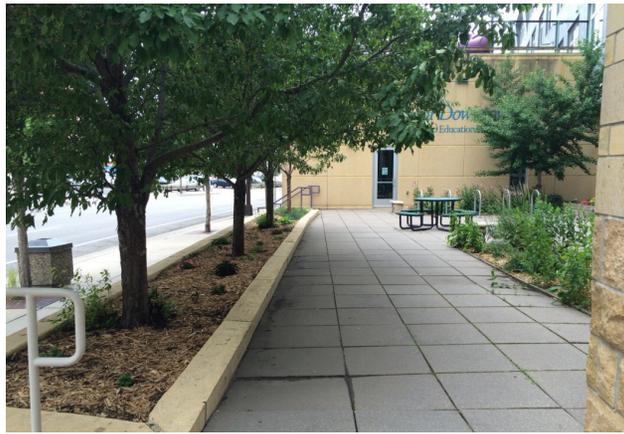
# DEVELOPMENT GUIDELINES

## STREET TREES AND GREENING

- Street tree and greening typologies may include:



*Tree Pit*



*Raised Planter*



*Stormwater Planters*



*Freestanding Planter*



*Connected Tree Pit*



*Understory Planting*

# DEVELOPMENT GUIDELINES

## *GROUND FLOOR USES*

- The goal will be to encourage appropriate complimentary ground floor uses on key corridor and in districts and to develop general design guidance on the relationship of ground floor spaces to the public realm in Downtown.
  - Performance goals for ground floors abutting public realm elements, including appropriate uses
  - Corridor / District specific guidance
  - Design guidance: setbacks, glazing, entrances, massing
  - Potential regulatory tools for enforcement

# DEVELOPMENT GUIDELINES

## GROUND FLOOR USES



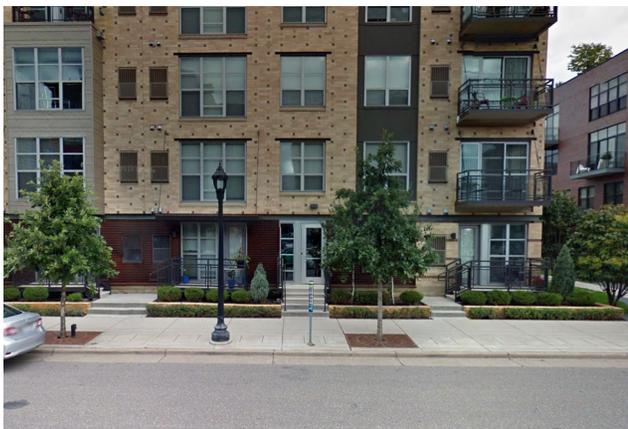
*Office Space / Lobby*



*Restaurant / Sidewalk Cafe*



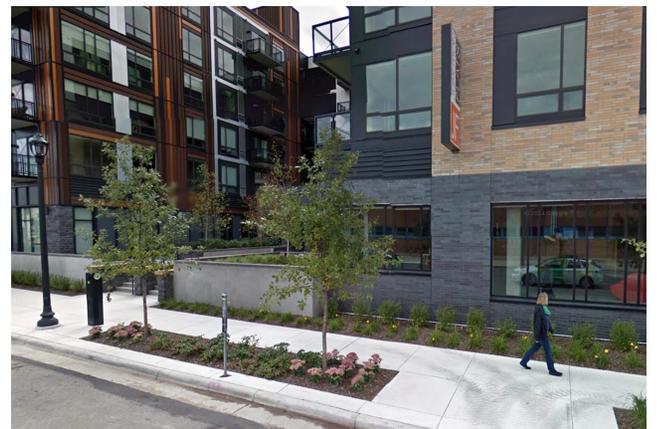
*Entertainment / Sports Complex*



*Walk-up Residential Unit*



*Green Space / Buffer*



*Residential Amenity Space*

# Major Development Projects in Downtown Minneapolis

as of January 1, 2015

\* See separate map for major development projects within citywide area.

Map includes projects with actual or estimated construction costs over \$1 million.

Projects shown either have active City of Minneapolis building permits or complete planning applications submitted to the City of Minneapolis Department of Community Planning and Economic Development.

Construction costs for projects with completed planning applications are estimated to be more than \$1 million if they include 10 or more residential units or more than 10,000 square feet of mixed-use or non-residential space.

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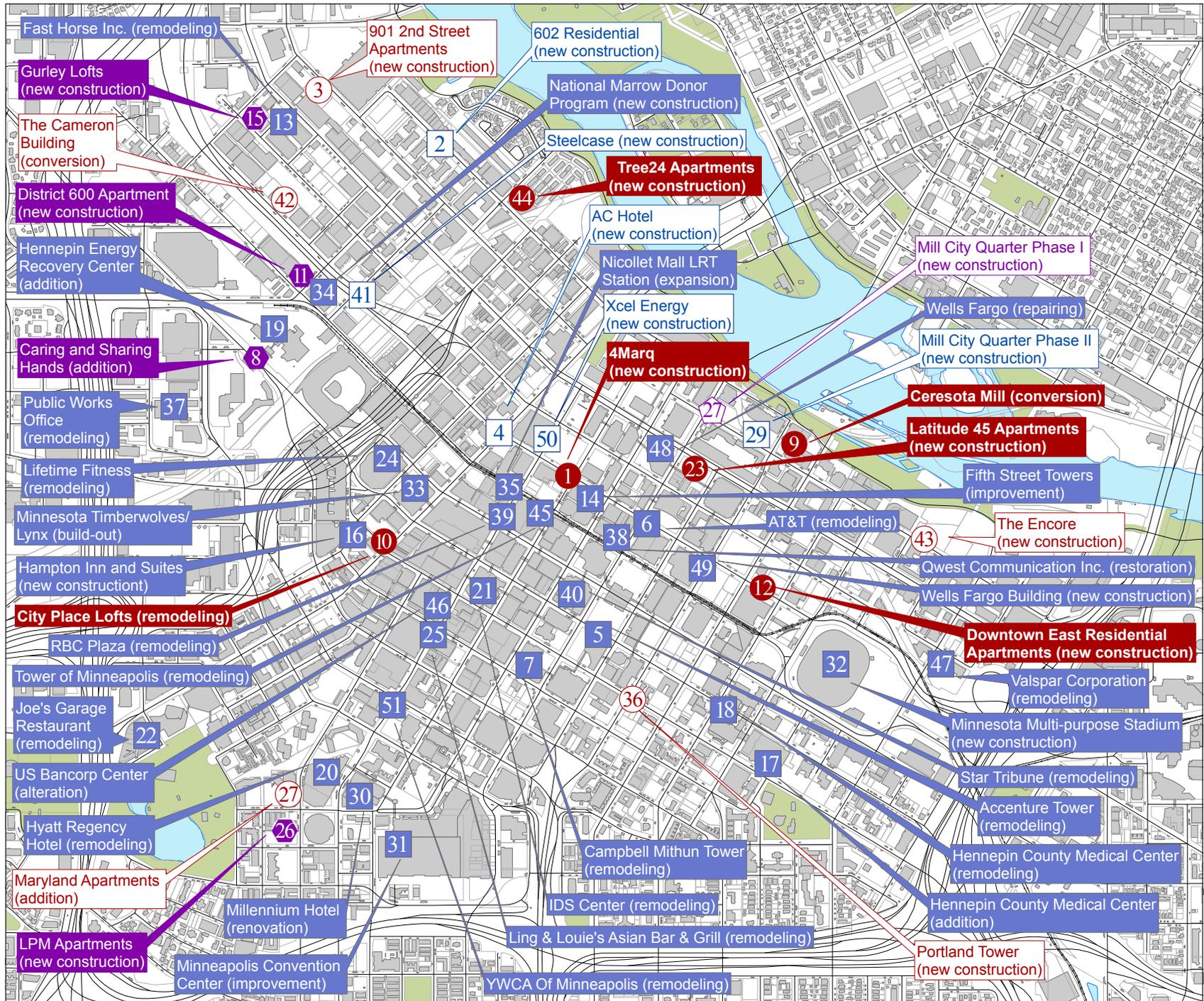
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- 2 Mixed - Use (active permit)
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Thavisack Silaphet, Senior City Planner.  
(612) 673-2313  
CPED Long Range Planning, 2/27/15

This map is updated quarterly.  
Look for the most current version at

[www.ci.minneapolis.mn.us/cped/projects\\_list\\_current.asp](http://www.ci.minneapolis.mn.us/cped/projects_list_current.asp)



**[Community Planning & Economic Development](#)**

**Minneapolis Development Review**  
Public Service Center Building  
250 S. 4th St., Room 300  
Minneapolis, MN 55415  
(612) 673-3000  
Fax: (612) 370-1416  
TTY: (612) 673-3300

**Service Center Hours**

Mon - Wed, Fri  
8:00 AM – 4:00 PM  
Thursday  
9:00 AM – 4:00 PM

Customers requiring Plan Review, Zoning, Preservation & Design (HPC) or Housing/Rental License services must sign-in by 3:30 PM

**Free Customer Parking!**

[Map and Parking Information](#)

<b>Minneapolis Development Review</b>	-
<a href="#">Finding a Licensed Contractor</a>	
<a href="#">Permits Overview</a>	+
<a href="#">Building Permits</a>	
<a href="#">Electrical Permits</a>	
<a href="#">Elevator Permits</a>	
<a href="#">Environmental Permits</a>	
<a href="#">Mechanical/Heating Permits</a>	
<a href="#">Plumbing Permits</a>	
<a href="#">Sign Permits</a>	
<a href="#">Soil Erosion Permits</a>	
<a href="#">Street Use Permits</a>	
<a href="#">Wrecking/Moving Permits</a>	
<a href="#">Online Permitting</a>	+
<a href="#">Interior Remodeling &amp; Alterations</a>	+

**DEVELOPMENT SERVICES CUSTOMER SERVICE CENTER**

To ensure the safety, health and livability of our community, the City of Minneapolis requires permits or licenses for development, constructions, remodeling and renovation projects. Development Review Customer Service Center staff are committed to helping contractors, developers, commercial owners, homeowners and landlords navigate the process and efficiently obtain all reviews, licenses, permits and inspections.

*Customer Focused, Outcome Based, and Performance Driven*

Look Up Property Information by Address

Enter an address below. Do not include city, state, or zip code.

[Address Search Tips](#)

How Do I...

-- Find Information About --

**\* Valued Customers, due to high volumes of projects currently under review, longer timelines may be experienced. We would like to thank you in advance for your patience with us. Your reviews will be completed as quickly as we can. Thank you for doing business in the City of Minneapolis. \***

**New & Noteworthy**

- The Minnesota Department of Labor and Industry changed the minimum surcharge for a "fixed fee" permits from \$5 to \$1. The surcharge change applies to Plumbing (BTPA), Reduced Pressure Zone (BTPB), Sign (BSB), Mechanical (BTMB) existing 1 & 2 family dwelling, and Mechanical (gas burner & low temp refrigeration only) permits effective July 1, 2015.
- [CPED Business Licensing Counter - August 13th](#)
- [Pet License Announcement](#)
- [2015 MN Residential Code - Significant Changes \(10k Lakes online version\).pdf](#)
- [Important Notice - Park Dedication Fee Changes Effective April 1, 2015](#)
- [Important Change to the Minnesota Building Code Plan Review Letter](#)
- Recently Revised Document - ["Checklist for Construction of New One and Two Family Homes"](#)
- [Residential Construction Management Agreement](#)
- [City of Minneapolis Parkland Dedication Ordinance FAQ](#)
- [Incentives and Rebates for Dealers and Contractors](#)

**Frequently Used Links**

- [Commercial Fire Recovery Packet](#)
- [Find a Licensed Contractor](#)
- [Business Licensing](#)
- [Business Owners](#)
- [Critical Parking Permits](#)
- [Homeowners](#)
- [Green Building Options](#)
- [Contractors](#)
- [Online Permits for Contractors](#)
- [Design Professionals](#)
- [Selling a House \(Truth in Sale of Housing\)](#)
- [Pollution Control \(air, water, noise, lead\)](#)
- [Animal Control](#)
- [Reporting a Vacant or Boarded Building that is Open to Trespass](#)
- [Food Inspections](#)
- [Results Minneapolis](#)
- [City Services Directory](#)
- [Minneapolis Development Review Speakers Program](#)

# Major Development Projects in Downtown Minneapolis

as of January 1, 2015

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Map includes projects with actual or estimated construction costs over \$1 million.

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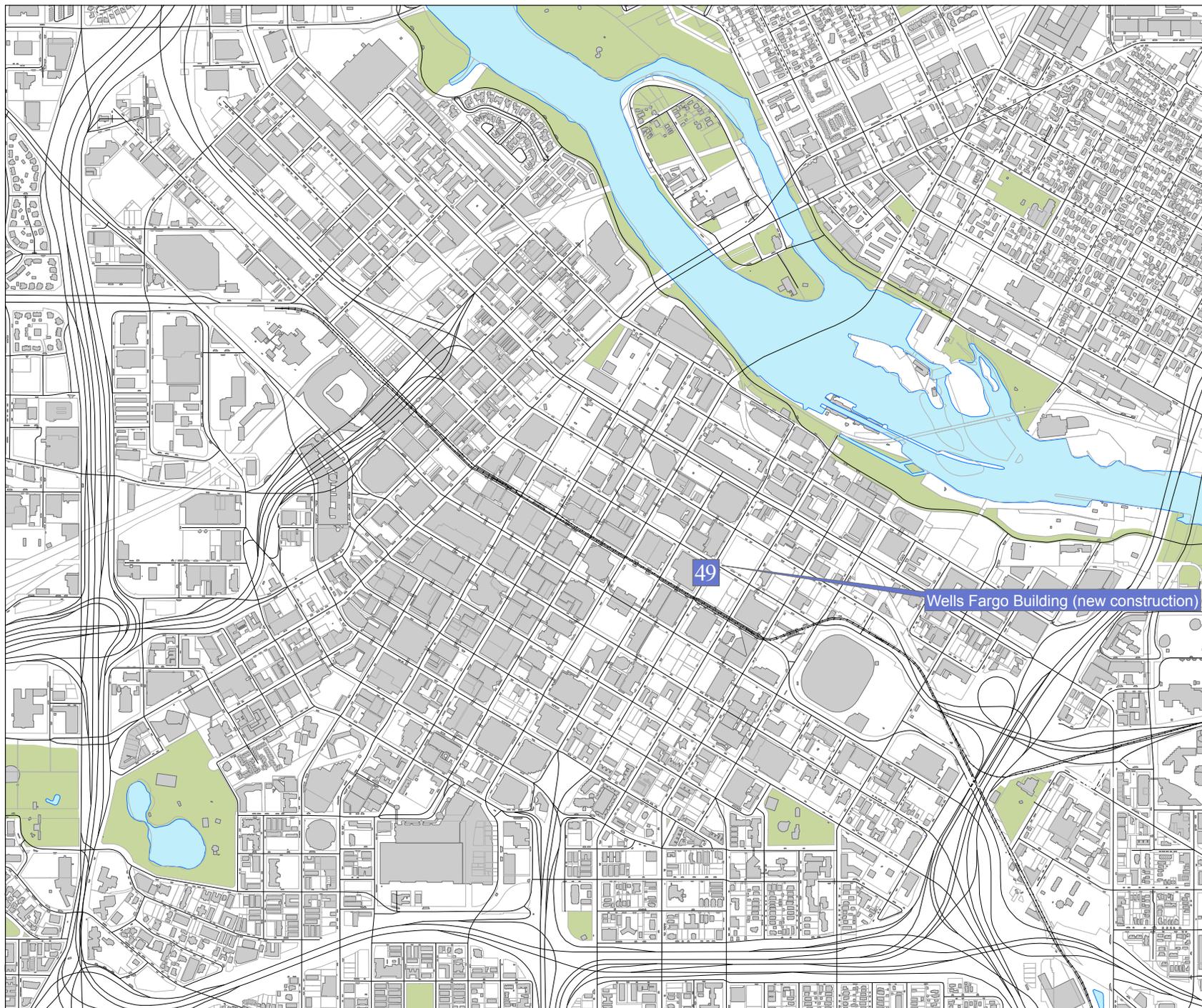
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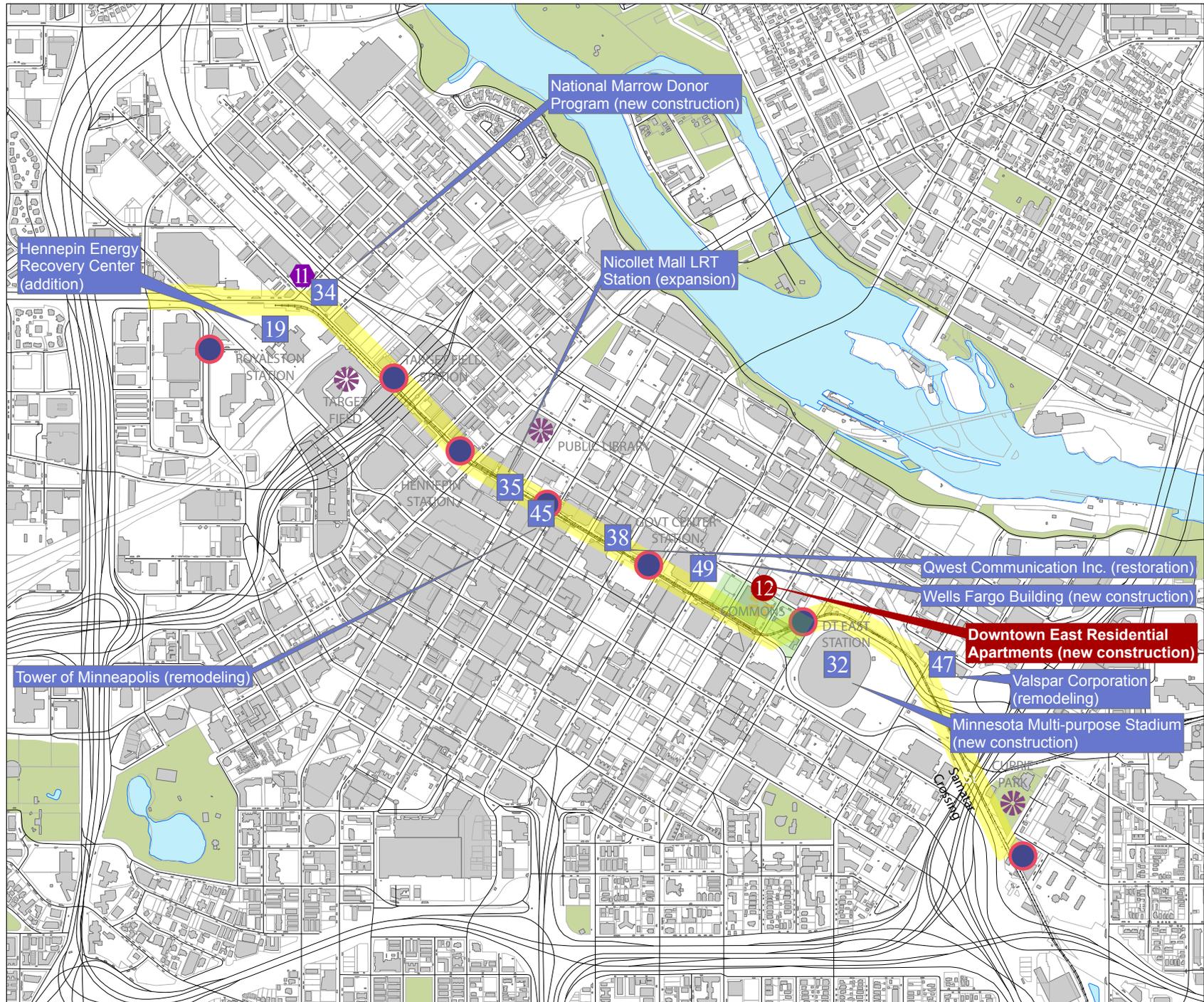
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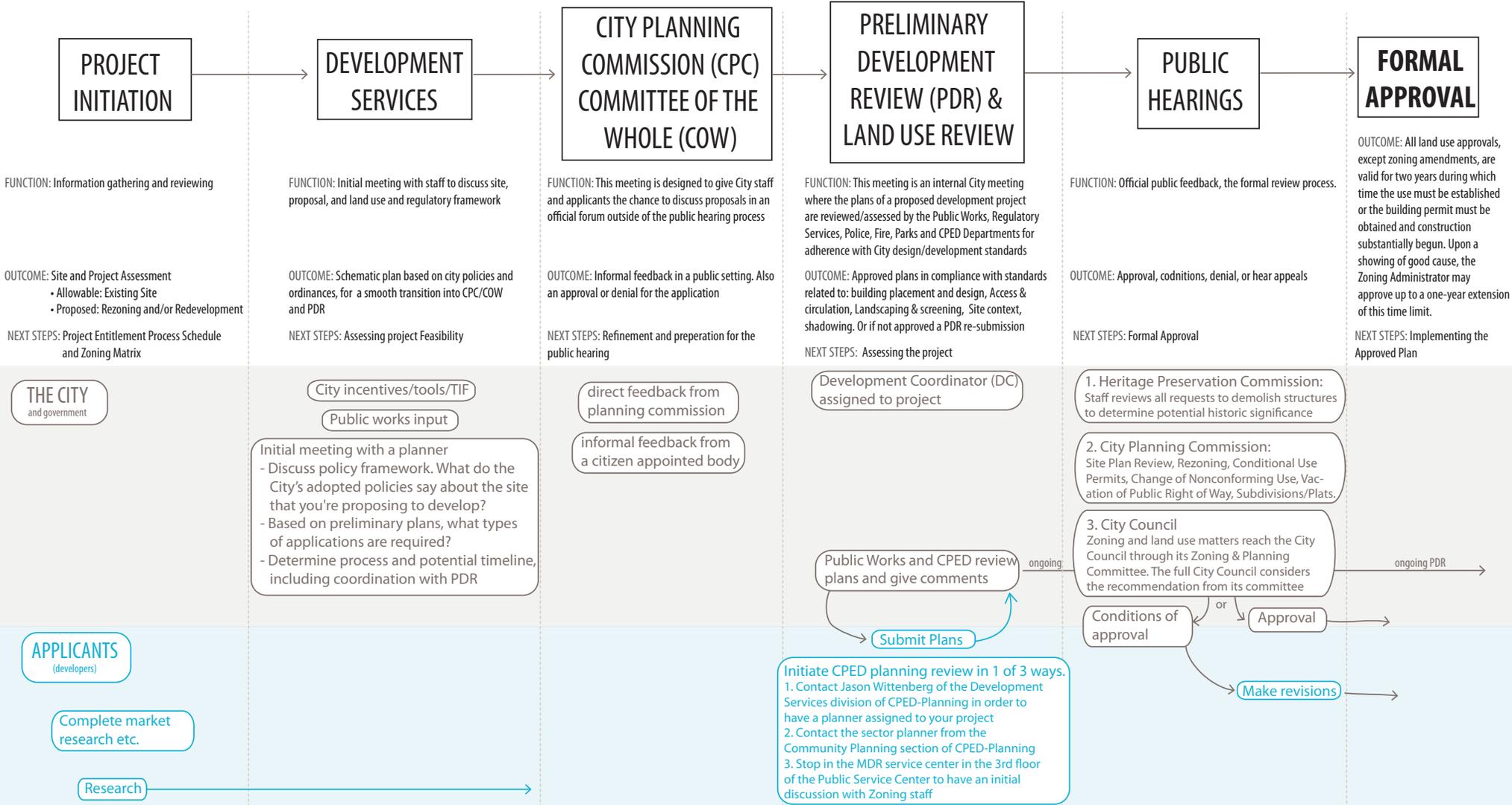
CITY OF MINNEAPOLIS  
**DEVELOPMENT REVIEW  
 PROCESS ROADMAP**

A step-by-step guide to the development review process, highlighting the tools and tips for getting your project formally approved. This process is required for:

- Any new nonresidential or mixed use building
- Establishing/adding five or more dwelling units
- Non res. mixed use additions over 1,000 sq. ft.
- Establishing/expanding drive-throughs, automobile service uses, parking facilities

**CURRENT PROCESS**

design phase    concept design    schematic design



# ENHANCEMENT TOOLKIT

- The Enhancement Toolkit is an examination of existing tools and programs available in the City.
- It will identify and recommend **funding, operations, and maintenance tools** that are currently available or could be enabled through policy changes
- Resulting in the creation of a one-stop-shop for community members to identify strategies for enhancing their streets.

# ENHANCEMENT TOOLKIT

## Existing Tools/Programs

### » 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

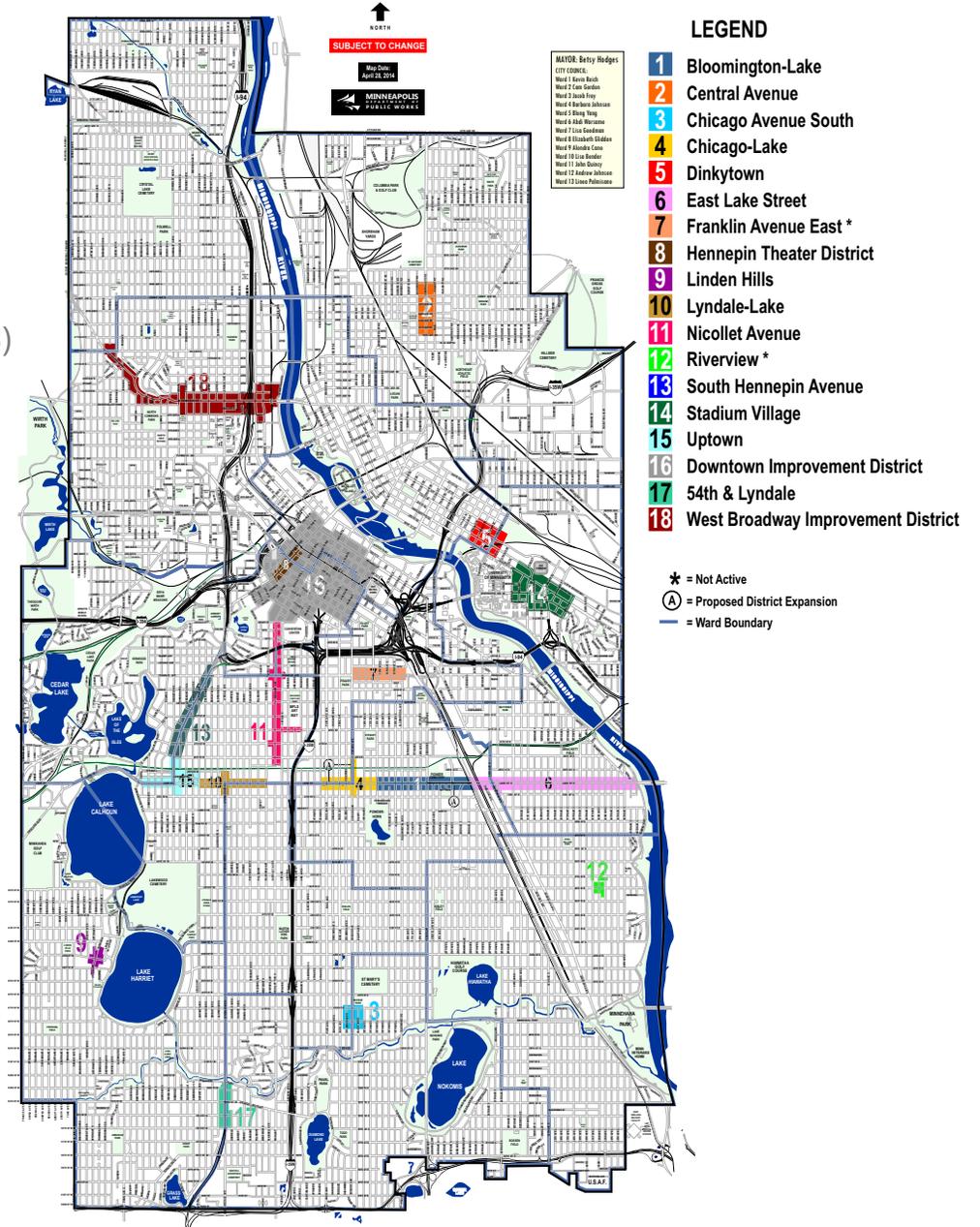
- Encroachment Permit (MuniCode Title 5 Ch. 95)
- Parkland Dedication (MuniCode PB15-7)

### » Grants

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



Minneapolis Special Service Districts



# ENHANCEMENT TOOLKIT

Minneapolismn.gov

CITY SERVICES ▾ RESIDENTS ▾ BUSINESS ▾ GOVERNMENT ▾ VISITORS ▾ *Need help? Contact Us*

SEARCH:  DEPARTMENTS/DIVISIONS ▾

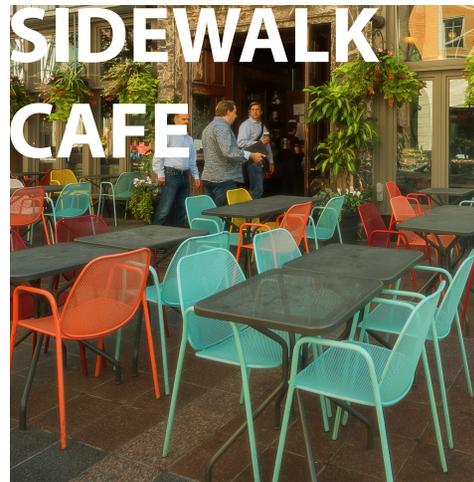
Text

**Community Planning & Economic Development**  
Phone: (612) 673-5095  
[Contact Us](#)

- Community Planning & Economic Development** +
- [Items for Public Review](#) +
- [Business Assistance](#) +
- [Business Licensing](#)
- [Construction Code Services](#)
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- [Employment and Training](#) +
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- [Housing](#) +
- [Long Range Planning](#) -
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- >> [Urban Design](#)
  - [Public Art](#)
- [Planning and Zoning](#)
- [Public Art](#)
- [Transit Oriented Development](#)

## Placemaking Hub

The Placemaking Hub is a one-stop-shop for public realm enhancement tools. It aggregates the tools available through the Public Art Program, Public Works and Urban Design. The Hub directs you to specific processes, procedures and permitting necessary for communities and neighborhoods to enhance their streets and public spaces.



# ENHANCEMENT TOOLKIT

## PARKLET PROGRAM

Parklets are an innovative and cost effective way to add public gathering space to public streets. Parklets provide amenities like seating, plantings, bike parking and public art. While parklets are typically funded and maintained by neighboring businesses, residents and community organizations, they are publicly accessible and open to all. Parklets are located in the parking lane adjacent to the curb designed as an extension of the sidewalk. Advertising and other commercial activities are not permitted in the parklet.

A parklet is a temporary space in the public right-of-way dedicated for public use. It is an expansion of the existing sidewalk designed for the public to relax and enjoy the urban environment.

### Applicant Role

Liability  
Maintenance  
Design, Permitting,  
Construction and  
Maintenance Costs  
Public Engagement/Letters of  
Support/Notification

### City Role

Program Management  
Application/RFP review  
Design Review and Approval  
Permit Issuance  
Site Inspection  
Installation of necessary  
Traffic devices (wheel stops,  
flexible bollards, traffic/  
parking signage or markings)

### More Information

Visit the Placemaking Hub  
<insert link>  
or  
Parklets Homepage  
<http://www.minneapolismn.gov/pedestrian/>



2014 parklet at 2007 Emerson Ave N, photo by Paul Mogush

### Program Objective

The program objective is to enable and empower community groups and businesses to enhance the pedestrian friendliness of their street and encourage people's engagement with the urban environment through the creation of alternative public space.

### Program Goals

The goal of the parklet program is to make the City more livable, walkable, and beautiful. This program is a step towards the enhancement of the public realm using new tools and techniques.

### Program Benefits

- Transform under utilized street space into vibrant public space
- Support local business communities by activating community corridors
- Foster community interaction and social engagement
- Empower more groups and entities to provide pedestrian enhancements that contribute to livability
- Attract pedestrians

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2014 parklet at 2007 Emerson Ave N, photo by Paul Mogush

### How to Utilize This Program

The Parklet program is utilized by businesses, residents and community organizations who would like an economical solution for increases public open space. The parklets offer a streetscape enhancement in the public right-of-way, without taking up limited sidewalk space, by occupying adjacent space in the parking lane... continued in more detail

### Timeline ?

- Parklet pre-application
- Notification of eligibly
- Applicant submits application
- City Staff committee Review
- Applicants notified of approved sites
- Site visit with City Staff
- Applicant submits final Construction plans
- Applicant applies for encroachment and Land Use/Obstruction permit
- Maintenance agreement
- Construction
- Construction Inspection

# DOWNTOWN SERVICE AREA MASTER PLAN

## » Parks and Trails



# STEERING COMMITTEE MEETINGS

## » Work to Date

Steering Committee Meeting #1



Robust Community Engagement Plan



Engagement Targets	Population Segments	Category	Existing Organizations	Potential Tools
Downtown Residents	Renters	<ul style="list-style-type: none"> <li>Dwellers / neighbors</li> </ul>	<ul style="list-style-type: none"> <li>Downtown Minneapolis Neighborhood Association</li> <li>North Loop Neighborhood Association</li> <li>Citizens for a Loring Park Community</li> <li>Elliot Park Neighborhood</li> </ul>	<ul style="list-style-type: none"> <li>Contact list</li> <li>Focus group</li> <li>Intercept/Popup workshop</li> <li>Workshop kit</li> <li>Speakers bureau</li> <li>Online questionnaire</li> <li>Social media campaign</li> </ul>
	Owners	<ul style="list-style-type: none"> <li>Dwellers / neighbors</li> </ul>	<ul style="list-style-type: none"> <li>Downtown Minneapolis Neighborhood Association</li> <li>North Loop Neighborhood Association</li> <li>Citizens for a Loring Park Community</li> <li>Elliot Park Neighborhood</li> </ul>	
	Homeless/Human Services Clients	<ul style="list-style-type: none"> <li>Dwellers / neighbors</li> </ul>	<ul style="list-style-type: none"> <li>St. Stephens</li> <li>Sharing &amp; Caring Hands</li> <li>StreetWorks Project</li> <li>Youthlink/Youth Opportunity Center</li> </ul>	
Downtown Business Community	Service Industry	<ul style="list-style-type: none"> <li>Dwellers / neighbors</li> <li>Investors</li> </ul>		<ul style="list-style-type: none"> <li>Contact list</li> <li>Stakeholder interviews</li> <li>Focus group</li> <li>Online questionnaire</li> <li>Social media campaign</li> <li>Public information updates</li> <li>Intercept/Popup meeting</li> </ul>
	Professionals	<ul style="list-style-type: none"> <li>Dwellers / neighbors</li> <li>Investors</li> </ul>		
	Corporations	<ul style="list-style-type: none"> <li>Investors</li> </ul>	<ul style="list-style-type: none"> <li>Downtown Council</li> </ul>	
	Small business owners	<ul style="list-style-type: none"> <li>Investors</li> </ul>	<ul style="list-style-type: none"> <li>Twin Town Pedicabs</li> <li>Minneapolis Bike</li> </ul>	

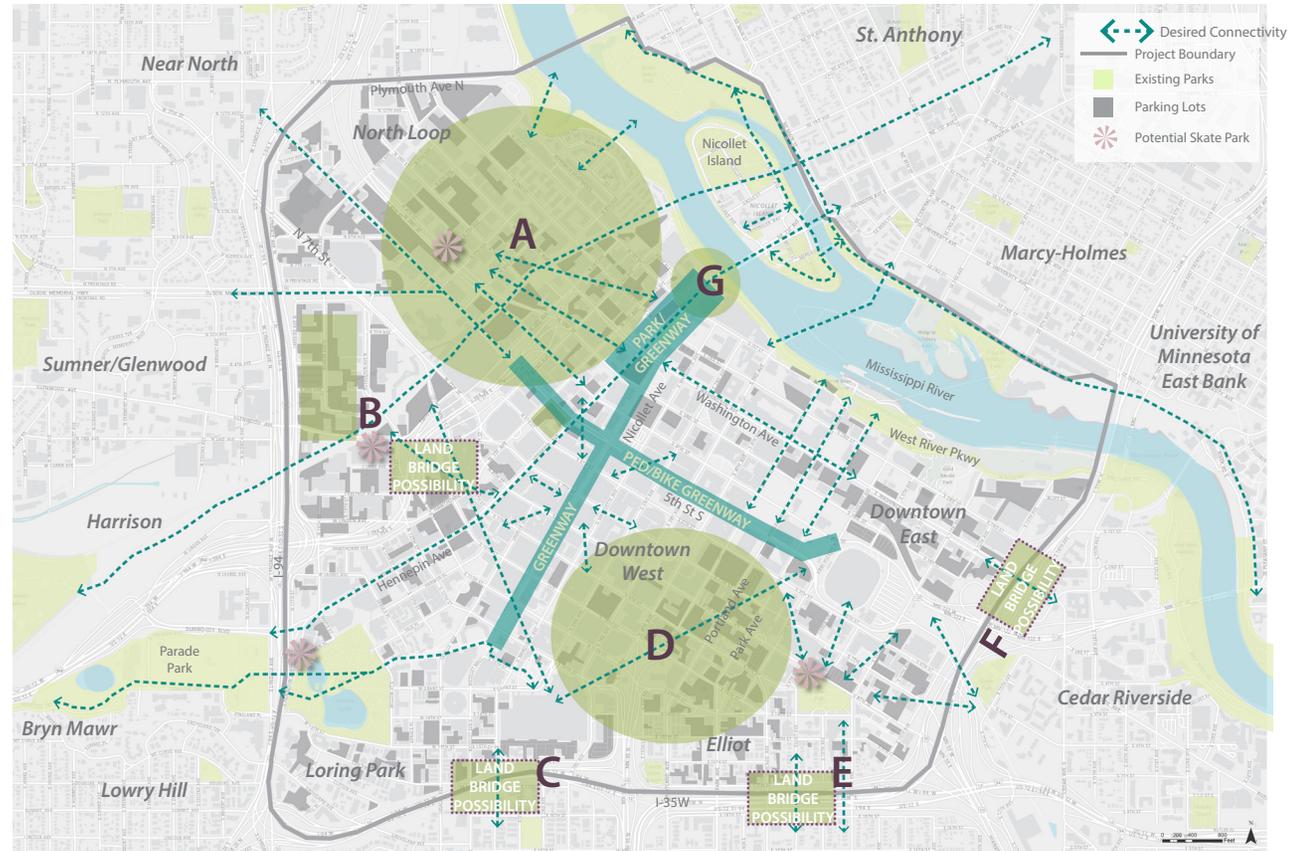
# STEERING COMMITTEE MEETINGS

## » Work to Date

Steering Committee Meeting #2



Search Area Map



# STEERING COMMITTEE MEETINGS

## » Work to Date

Steering Committee Meeting #3



Existing and Future Activity Matrices



### SUMMARY OF ACTIVITIES AT FUTURE PARKS

	Elliot Park	Franklin Steele Sq	Gateway Park	Loring Park	Park Avenue Triangle	Search Area A	Search Area B	Search Area C	Search Area D	Search Area E	Search Area F	Loring Greenway	Cold Metal Park (NPS)	Greenway Play Area & Dog Park	Water tower	West River Parkway (Convention portland)	Bassett Creek*	4th Avenue Playground*	First Bridge Park*	Mill Ruine* Park*	B.F. Nelson Park*	Boon Island Park*	Farther Hennepin Bluffly	Marshall Island*	Main Street*	Nicollet Island*	Walker Sculpture Garden	Parade Park	Curie Park	Stevens Square Park
	MPRB DOWNTOWN SERVICE AREA				MPRB DOWNTOWN SERVICE AREA						OTHER PUBLIC PARKS				NEARBY MPRB PARKS															
Bicycling																														
Bird/Wildlife Watching																														
Challenge Activities/Skate Park																														
Field and Court Sports																														
Fitness and Exercise																														
Gardens, Gardening and Urban Ag																														
Ice Skating / Hockey																														
Learning																														
Making Art and Music																														
Markets, Vending, Concessions																														
Nordic Skiing																														
Outdoor Games																														
Picnicking/Outdoor Eating																														
Play (Children and Adults)																														
Recreation with Dogs																														
Respite & Relaxation																														
Sledding																														
Socializing & People-Watching																														
Viewing Art/Listening to Live Music																														
Walking, Jogging, Running, Snowshoeing																														
Water-Oriented Recreation																														
Indoor Space																														

\*Located within Central Mississippi Riverfront Regional Park

# STEERING COMMITTEE MEETINGS

## » Work to Date

Steering Committee Meeting #4



User Groups/Personas

## DOWNTOWN RESIDENT *Parent Resident*

### Description

*This person's world revolves around working and caring for young kids. If they walk out the front door of their downtown home, the places they go are dictated by the walking distance (3 block distance) of a five-year old and entertainment value from the child's perspective. Other types of park use revolve around availability of child-oriented programming and spaces. Until their children become more independent, these park users are seeking out short stint recreation, high play value and engaging distractions along the way.*

### Habits and Interests

- Playgrounds and water play are destinations for kids, and by extension parents
- Regional recreation venues that can accommodate families such as 4th Street playground, Children's Museum, libraries with children's programming, Chutes & Ladders, History Center, Zoo, ice skating rink
- Locations with access to restrooms and snacks
- More morning hours activities at park buildings
- Places for play dates and parent social engagement and people-watching
- Locations with interpretation of local history, nature or culture

### Demographics

00% of Downtown Population

### Public Space Program



1. Play (Children + Adults)



2. Learning



3. Making Art + Music



4. Socializing + People Watching



5. Recreation with Dogs



6. Field + Court Sports



7. Markets, Vending, Concessions



8. Viewing Art + Music

### Additional Activities

- 9. Bicycling
- 10. Ice Skating
- 11. Sledding



# UPDATE ON TAC MEETINGS

## » Public Realm Framework Plan

- Technical Sub-Committees
  - Physical Framework
  - Development Guidelines
  - Enhancement Toolkit

## » Downtown Service Area Master Plan

- Engagement Toolkit
- User Group Discussion

# COMMUNITY ENGAGEMENT PROCESS

## Downtown Service Area Master Plan

### » Mapita

The screenshot displays the Mapita web application interface. On the left, a vertical sidebar contains navigation controls: a search icon, a zoom-in (+) button, a zoom-out (-) button, and a home location pin icon. The main map area shows a detailed view of downtown Minneapolis, including streets, parks, and landmarks. A white dialog box is overlaid on the map, containing the following text and controls:

Hide questions

### 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 [Pin Icon]

If you work or go to school in downtown Minneapolis, show us where.

Work / School [Pin Icon]

If you don't live, work or go to school in the area, please click next to move on.

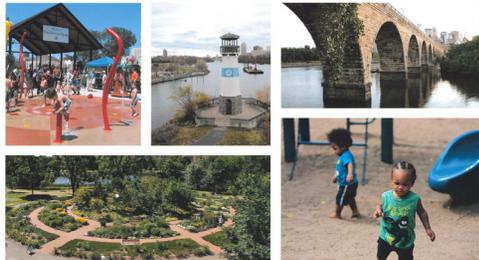
Previous Next

Map controls in the top right include: Bing satellite (selected), Roads and Terrain, and Minneapolis Parks (checked). The map shows major roads like I-35W, I-94, and I-494, and parks like Marcy Park and Pillsbury Park.

# INTERCEPT EVENTS



## WELCOME! Pathways to Places



The **Minneapolis Park & Recreation Board** and the **City of Minneapolis** are undertaking a collaborative project which will guide future improvements to the Downtown Minneapolis experience.

The **Minneapolis Park & Recreation Board** is taking a close look at the condition of our downtown parks and internal operations, as well as where we might consider new parks. Once complete, the **Downtown Service Area Master Plan** will help guide future investments to make the most of Downtown Minneapolis' recreation opportunities.

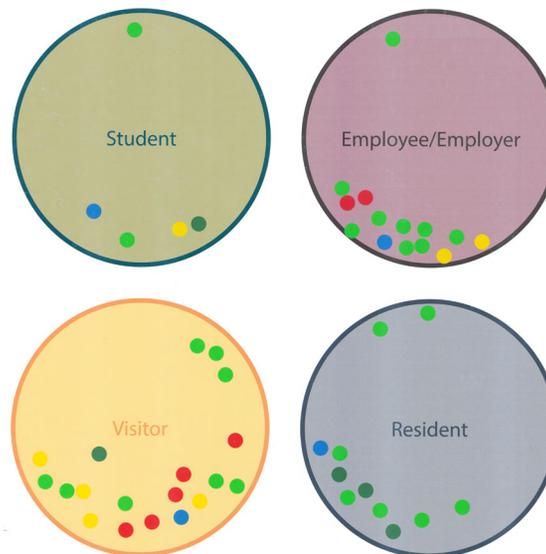
The **City of Minneapolis' Downtown Public Realm Framework Plan** is focused on guiding the enhancement of streets and public spaces. The purpose of a Public Realm Framework strategy is to provide unified guidance to inform and coordinate the work of public and private entities that shape the public realm.

### What do you think? We want your feedback!

Visit [www.minneapolisparcs.org](http://www.minneapolisparcs.org) and <http://www.ci.minneapolis.mn.us> to find out more.

### What is your relationship with Downtown Minneapolis?

Choose all that apply:



### What activity/activities would you like to see added to downtown's parks and public spaces?

Write your answer on a post-it note:



# COMMUNITY ENGAGEMENT PROCESS

## Downtown Service Area Master Plan

### » Dashboard

#### TARGET AUDIENCES AND ORGANIZATIONS

##### GOVERNMENT ENTITIES

- Park and Recreation Commissioner
- Boards, Committees, Commissions
- City Councilors
- Mayor



##### RECREATION GROUPS

- Groups



##### VISITORS/TOURISM

- Organizations
- Individuals



##### UNDER-REPRESENTED POPULATIONS

- Organizations and Agencies



##### ASSOCIATIONS, NETWORKS + MEDIA

- Organizations



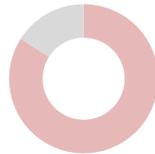
##### DOWNTOWN RESIDENTS

- Organizations
- Individuals



##### DOWNTOWN WORKERS

- Individuals



##### BUSINESS INTERESTS

- Organizations



**Government Entities:** includes formal meetings, conversations or presentations with elected officials, boards, committees and commissions. Minimum target is all 9 Park and Recreation Board commissioners, 13 city councilors, the mayor and at least 9 boards, committees, and commissions.

**Recreation Groups:** includes formal meetings, conversations or presentations with recreation-specific organizations. Minimum target is contact with at least 10 organizations.

**Visitors/Tourism:** includes formal meeting, conversations or presentations with tourism-specific organizations and agencies. Minimum target is contact with at least 2 organizations and 150 visitors.

**Under-represented Populations:** includes formal meetings, conversations or presentations with organizations serving a wide range of under-represented populations, such as low-income residents, youth, and people with disabilities. Minimum target is contact with at least 15 organizations and agencies.

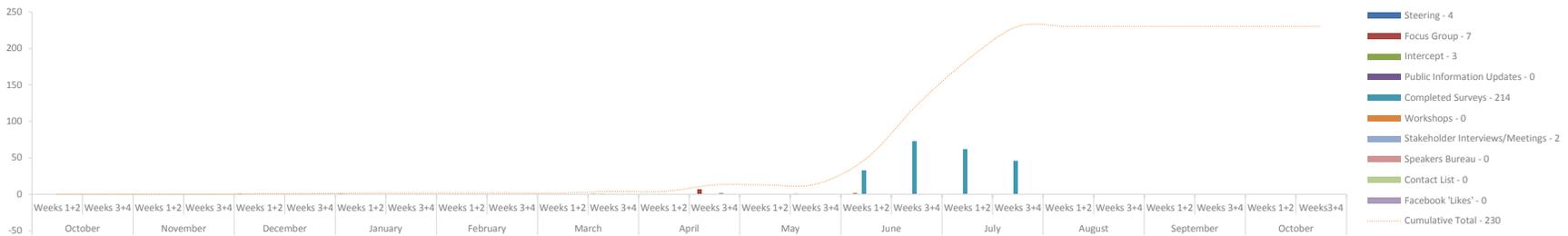
**Associations, Networks and Media:** includes formal meetings, conversations or presentations with non-recreation specific organizations. Minimum target is contact with at least 12 organizations.

**Downtown Residents:** includes workshops, intercept events or questionnaires involving people working downtown. Minimum target is contact with at least 12 organizations and 75 individuals.

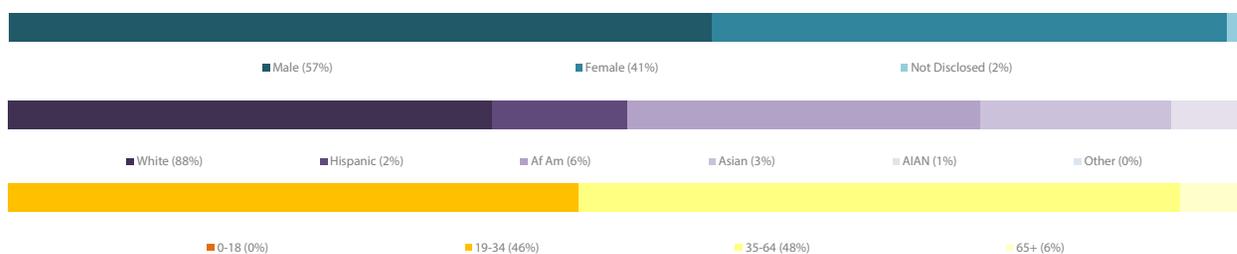
**Downtown Workers:** includes workshops, intercept events or questionnaires involving people working downtown. Minimum target is contact with at least 150 individuals.

**Business Interests:** includes formal meetings, conversations or presentations involving downtown business owners and employers. Minimum target is contact with at least 12 organizations or business owners.

#### ACTIVITIES + ENGAGEMENT METRICS



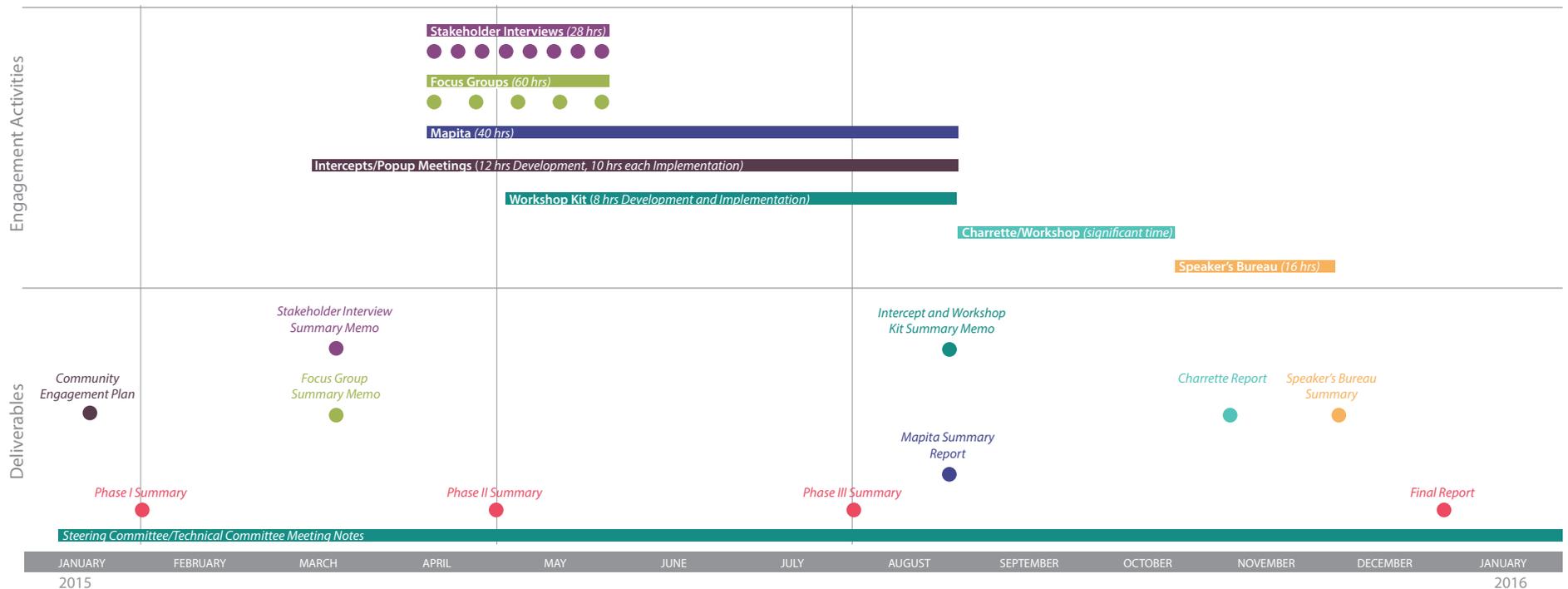
#### POPULATION DATA CAPTURED



# DOWNTOWN SERVICE AREA MASTER PLAN

## » Looking Forward

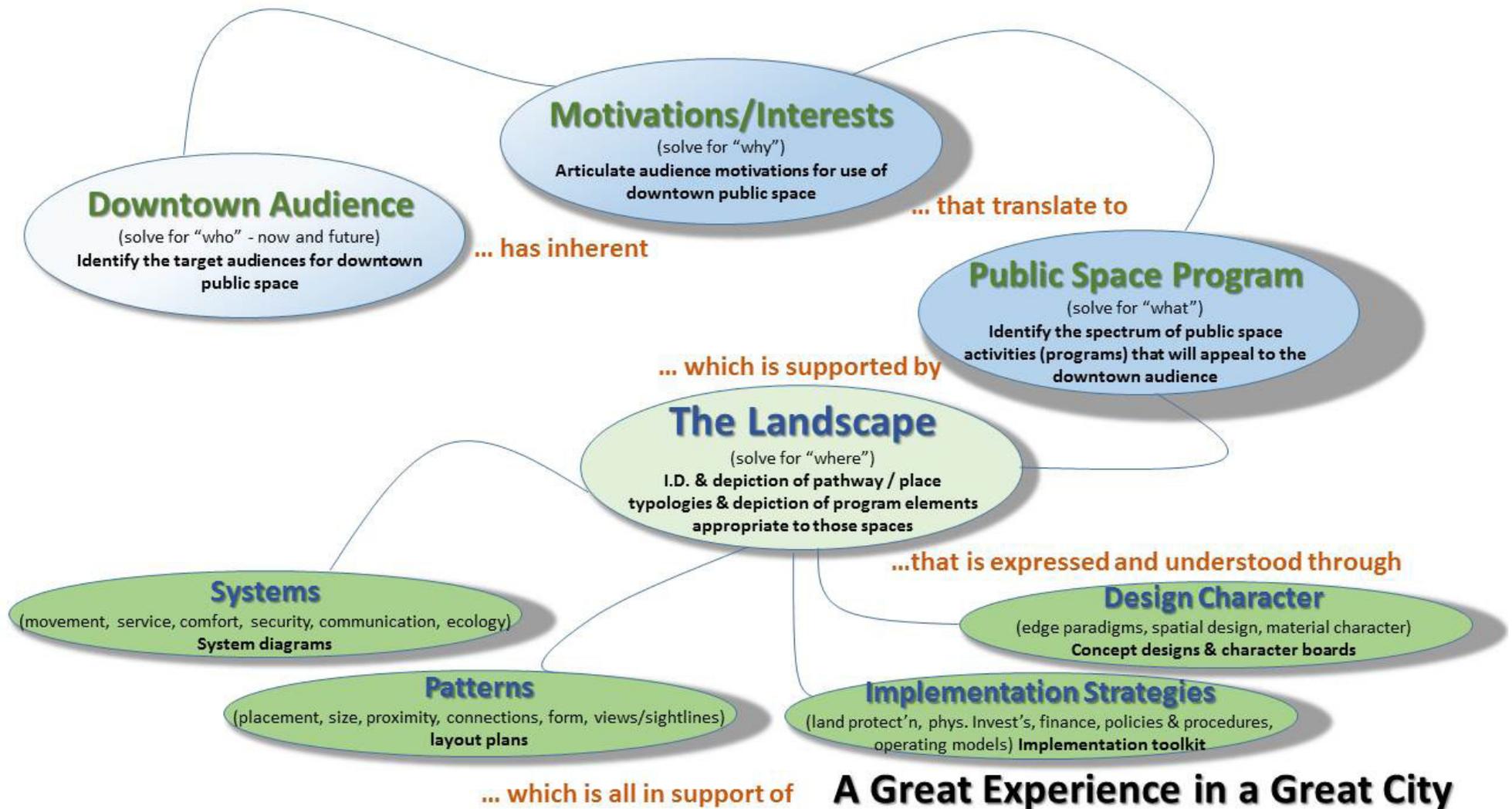
- Upcoming meeting focus: individual park direction



# PERSONAS TO MOTIVATORS



# PROJECT STRUCTURE



# MOTIVATORS: MOTIVATION FOCUSED

## » Absolutes

- *Attributes that every downtown park space should possess to serve visitors. They can be features (like drinking fountains) or design techniques (like handicapped accessibility).*

## » Motivators

- *Description of audience motivations to use the Downtown park system. Expressed as written descriptions.*

## » Modifiers

- *Within a particular motivation for using the Downtown park system, there may be a spectrum of park activities or facilities needed to carry it out. For instance, people with young kids or dogs tend to stay fit in different ways than those without. Expressed as a series of sliding scale.*

# ABSOLUTES

- » ADA + Universal Design
- » Basic Needs + Comfort
- » Design for Playfulness
- » Mobility and Connections
- » Nature
- » Safety + Security



# MOTIVATORS

- » Study/Think/Work
- » Fitness/Health
- » Be Entertained
- » Action/Adventure/Challenge
- » Competition/Sport
- » Get away/Retreat/Rest/Relax
- » Explore/Learn
- » Assembly
- » Family and Friends



# MOTIVATOR

## Fitness and Health



### Description

This motivation is about the desire to achieve, improve, or maintain physical fitness and overall well-being. Parks provide a setting for activities that are likely to be more vigorous: people with this motivation choose to pursue this goal in a park, rather than in another setting, because of the specific facilities present at parks. They appreciate the health benefits of being outdoors, and they seek the particular interactions with other people that can happen in parks.

### Primary Modifiers

#### Kids

No Kids

Kids

#### Level of Social Interaction

Low Level

High Level

#### Level of Structure

Unstructured

Structured

#### Physical Intensity

Calming

More Intense

#### Scale/Size of Group

Small Scale

Large Scale

#### Willingness/Ability to Pay

Paid Events + Amenities

Free Events + Amenities

### Public Space Program



Bicycling



Walking, Jogging, Running, Snowshoeing



Fitness + Exercise



Field + Court Sports



Nordic Skiing



1/4 Mile Radius

# MODIFIERS

- » Flexibility +Time
- » Nature
- » Kids
- » Level of Social Interaction
- » Level of Structure
- » Pets
- » Physical Intensity
- » Scale/Size of group
- » Willingness/Ability to Pay



# MODIFIERS

## Flexibility + Time

Open Schedule



Loring  
Elliot  
Franklin Steele

Firm Schedule

Gateway  
Triangle

## Nature

Wild



Loring

Elliot  
Franklin Steele  
Triangle  
Gateway

Manicured

## Kids

No Kids



Gateway  
Triangle

Loring

Franklin Steele  
Elliot

Kids

## Level of Social Interaction

Low Level



Triangle

Gateway

Elliot

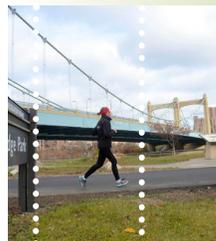
Franklin Steele

Loring

High Level

## Level of Structure

Unstructured



Triangle

Gateway

Loring

Franklin Steele

Elliot

Organized

## Pets

No Pets



Triangle

Gateway

Elliot

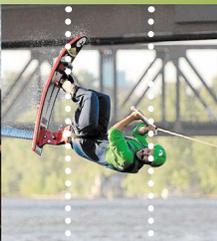
Franklin Steele

Loring

Pets

## Physical Intensity

Calming



Loring

Elliot

Franklin Steele

Gateway

Triangle

Intense

## Scale/Size of Group

Intimate



Triangle

Gateway

Franklin Steele

Elliot

Large Scale

## Willingness/Ability to Pay

Free Events + Amenities



Triangle

Gateway

Franklin Steele

Loring

Elliot

Paid Events + Amenities

# VISION AND GOALS DISCUSSION

» We envision a 21st Century Downtown Minneapolis with Parks that are...

....*Playful* places for everyone

- a. Support diversity
- b. Encourage play
- c. Make places for kids
- d. Improve safety
- e. Provide places for kids/families

....*Valued* within and beyond Downtown

- a. Downtown parks should be unique
- b. Downtown parks belong to all Minneapolis residents
- c. Downtown residents should have access to parks
- d. Parks Downtown are part of the visitor experience
- e. *Updated from previous document: "Exploring, where feasible and consistent with adjacent land uses, 24 hour use"*

# VISION AND GOALS DISCUSSION

## ....*Simply* beautiful and ecologically functional

- a. Provide habitat
- b. Improve environmental quality
- c. Bird habitat/wildlife watching
- d. Make parks attractive
- e. Environmental education

## ....*Supportive* of whole life health

- a. Increase physical activity
- b. Provide opportunities for sports
- c. Support mental wellbeing
- d. Strengthen social fabric
- e. Consider all ages and needs

# VISION AND GOALS DISCUSSION

## ...*Expressive* of our culture and history

- a. Support public art
- b. Provide performance space
- c. Celebrate local history
- d. Reveal our diverse history/culture

## ...*Connected* to place and community

- a. Connect to the river
- b. Improve wayfinding
- c. Provide multi-modal connections

## ...*Tended* by many

- a. Keep parks clean
- b. Plan for maintenance
- c. Don't build what you can't maintain
- d. Design for longevity
- e. Encourage sense of community ownership

# SUMMARY OF ACTIVITIES AT EXISTING PARKS

	<i>Elliot Park</i>	<i>Franklin Steele Sq</i>	<i>Gateway Park</i>	<i>Loring Park</i>	<i>Park Avenue Triangle</i>	<i>Loring Greenway</i>	<i>Gold Medal Park (NPS)</i>	<i>Gateway Play Area &amp; Dog Park</i>	<i>Water Power Park*</i>	<i>West River Parkway (Downtown portions)*</i>	<i>Bassett Creek*</i>	<i>4th Avenue Playground*</i>	<i>First Bridge Park*</i>	<i>Mill Ruins Park*</i>	<i>B.F. Nelson Park*</i>	<i>Boom Island Park*</i>	<i>Father Hennepin Bluffs/Hennepin Island*</i>	<i>Main Street*</i>	<i>Nicollet Island*</i>	<i>Minneapolis Sculpture Garden</i>	<i>Parade Park</i>	<i>Currie Park</i>	<i>Stevens Square Park</i>	
	MPRB DOWNTOWN SERVICE AREA				OTHER PUBLIC PARKS					NEARBY MPRB PARKS														
Bicycling				●		●				●	●		●	●	●	●	●	●						
Bird/Wildlife Watching				●			●		●	●	●			●	●		●							
Challenge Activities/Skate Park	●											●												
Field and Court Sports	●	●		●																	●	●	●	
Fitness and Exercise																								
Gardens, Gardening and Urban Ag			●	●		●														●				
Ice Skating / Hockey																					●			
Learning	●			●		●		●	●	●	●	●	●	●		●	●	●	●	●		●	●	
Making Art and Music	●			●																		●		
Markets, Vending, Concessions				●		●												●						
Nordic Skiing				●					●					●	●									
Outdoor Games	●	●		●		●								●	●	●	●							
Picnicking/Outdoor Eating	●	●	●	●		●	●		●		●	●		●		●	●	●	●			●	●	
Play (Children and Adults)	●	●		●		●	●	●			●	●		●		●	●			●	●	●	●	
Recreation with Dogs				●			●																	
Respite & Relaxation	●			●		●	●		●	●	●			●	●	●	●			●	●			
Sledding						●																		
Socializing & People-Watching	●	●	●	●		●		●			●		●					●	●					
Viewing Art/Listening to Live Music				●		●						●	●	●	●	●	●	●	●	●			●	
Walking, Jogging, Running, Snowshoeing	●	●	●	●		●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Water-Oriented Recreation	●	●		●						●				●	●	●		●				●	●	
Indoor Space	●			●																	●	●		

\*Located within Central Mississippi Riverfront Regional Park

# EXISTING ACTIVITIES MATRIX



Bicycling



Bird/Wildlife Watching



Challenge Activities/Skate Park



Demonstrate + Advocate



Field + Court Sports



Fitness + Exercise



Gardens, Gardening + Urban Agriculture



Ice Skating/Hockey



Indoor Space



Learning



Making Art + Music



Markets, Vending, Concessions



Nordic Skiing



Outdoor Games



Picnicking/Outdoor Eating



Play (Children and Adults)



Recreation with Dogs



Respite + Relaxation



Sledding



Socializing + People Watching



Viewing Art/Listening to Live Music



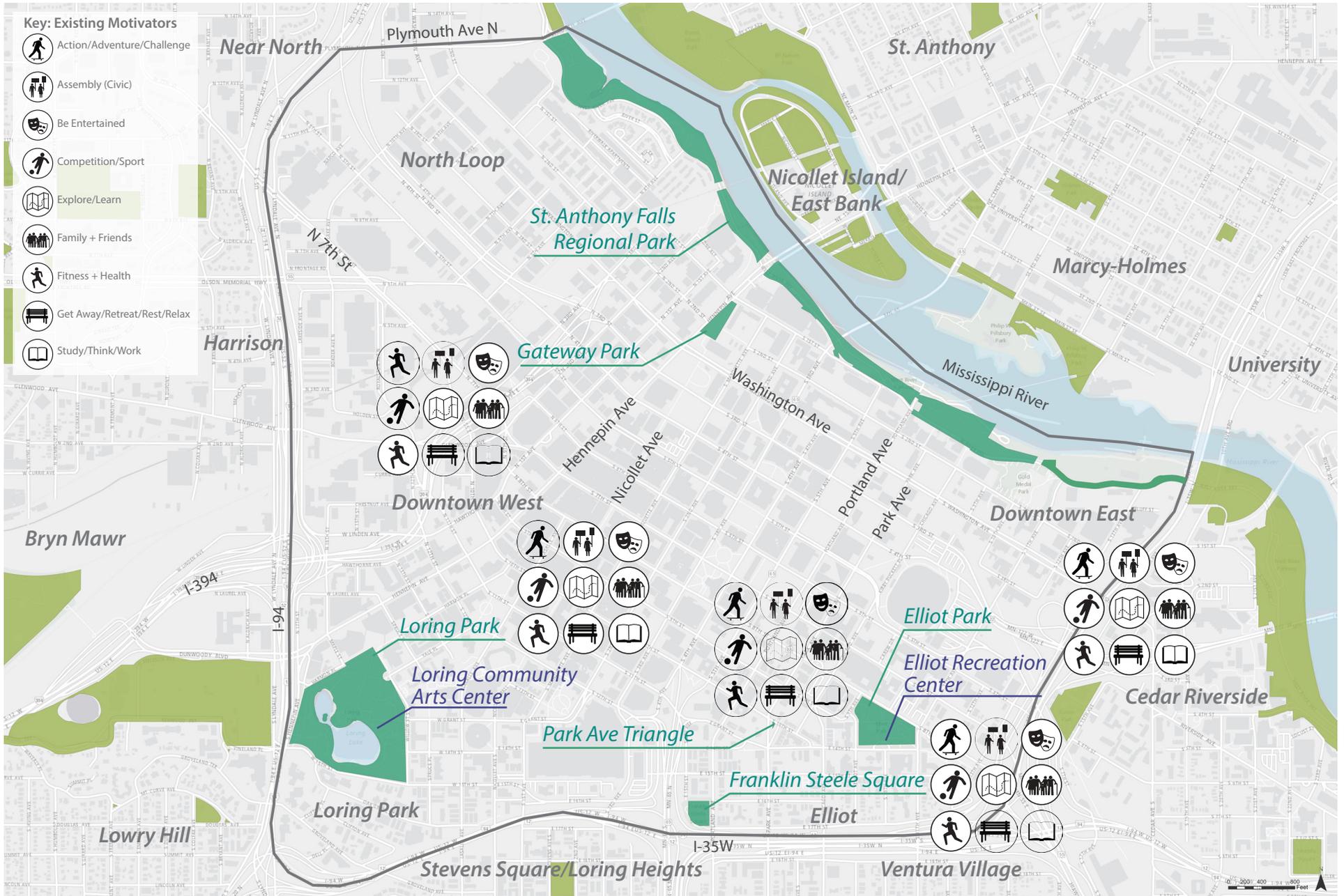
Walking, Jogging, Running, Snowshoeing



Water-Oriented Recreation

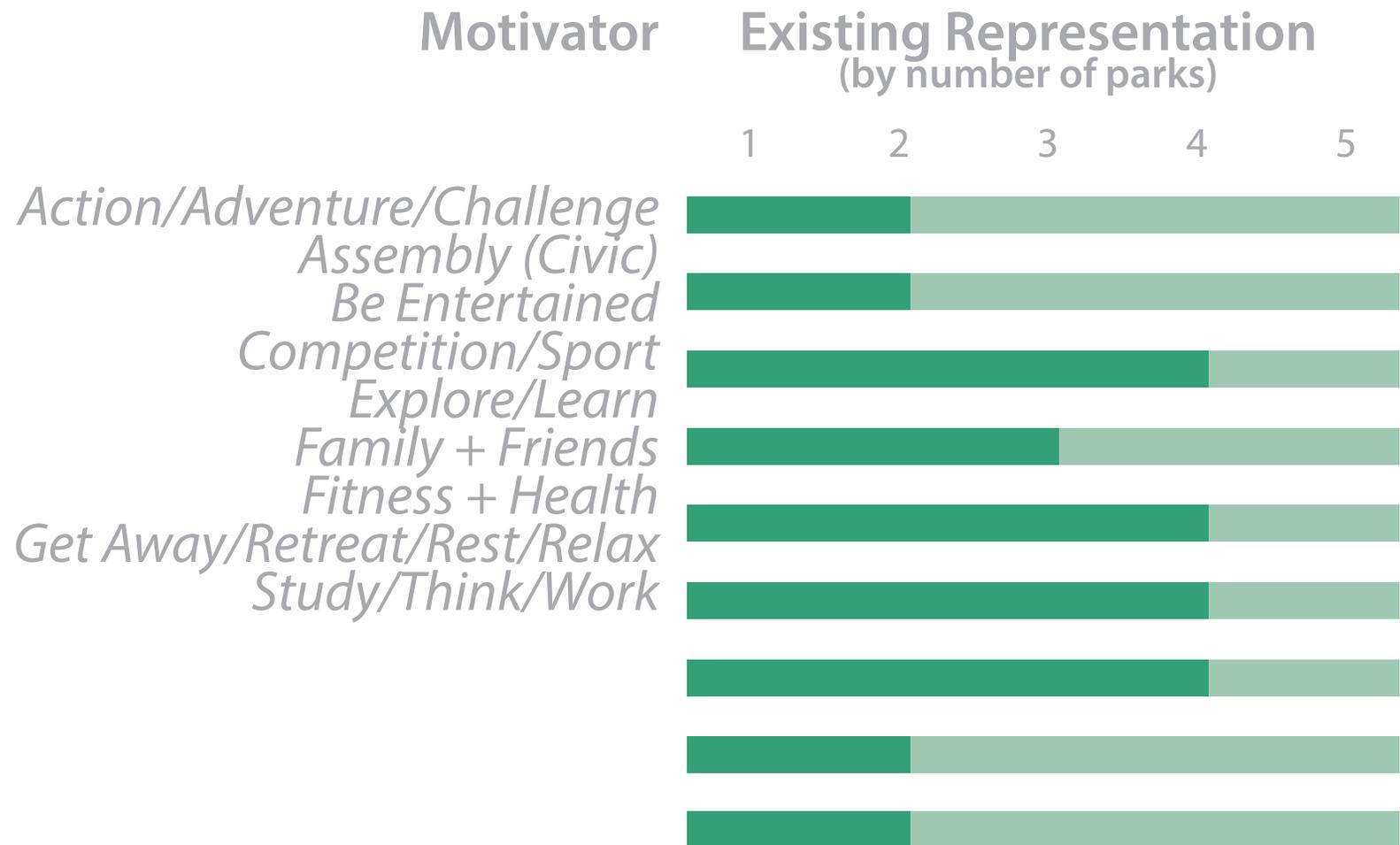


# MAPPING EXERCISE



# MOTIVATOR REPRESENTATION

## *Existing Downtown Service Area Parks*



# SUMMARY OF DESIRED ACTIVITIES AT CURRENT + FUTURE PARKS



	Elliott Park	Franklin Steele Sq	Gateway Park	Loring Park	Park Avenue Triangle	Search Area A	Search Area B	Search Area C	Search Area D	Search Area E	Search Area F	Search Area G	Loring Greenway	Gold / Medal Park (NPS)	Gateway Play Area & Dog Park	Water Power Park*	West River Parkway (Downtown portions)*	Bassett Creek*	4th Avenue Playgroup*	First Bridge Park*	Mill Ruins Park*	B.F. Nelson Park*	Boom Island Park*	Father Hennepin Bluff Hennepin Island*	Main Street*	Nicollet Island*	Minneapolis Sculpture Garden	Parade Park	Currie Park	Stevens Square Park			
	MPRB DOWNTOWN SERVICE AREA				MPRB DOWNTOWN SERVICE AREA								OTHER PUBLIC PARKS							NEARBY MPRB PARKS													
Bicycling					●						●																						
Bird/Wildlife Watching											●																						
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Field and Court Sports					●	●					●																						
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Play (Children and Adults)					●						●	●																					
Recreation with Dogs					●	●																											
Respite & Relaxation					●	●	●	●	●	●	●	●																					
Sledding												●																					
Socializing & People-Watching					●	●	●	●	●	●	●	●																					
Viewing Art/Listening to Live Music					●	●		●	●		●																						
Walking, Jogging, Running, Snowshoeing					●	●		●			●																						
Water-Oriented Recreation					●						●																						
Indoor Space					●			●		●	●																						

\* Located within Central Mississippi Riverfront Regional Park



# MAPPING EXERCISE

## *Instructions*

- » Place motivator stickers over circle icons on map to indicate desired motivator representation
- » Cross out motivators that are not represented with your red pen
- » Rank the top three motivators for each area with your red pen

# NEXT STEPS

- » TAC will meet first Tuesday of every month through October 2015:
  - 9/8, 10/6
  
- » Upcoming Steering Committee meetings:
  - 10/15, 12/17