

Department of Community Planning and Economic Development - Planning Division
Department of Public Works
Petition to Name or Rename a Street

Date: December 14, 2009

Applicant: David St Peter, President, Minnesota Twins

Location of Street (including cross-streets): 3rd Avenue North, between 7th Street North and Glenwood Avenue.

Contact Person and Phone: Shanna Sether, 612-673-2307

Public Works Staff and Phone: Dennis Morris, 612-673-3607

Ward: 7 **Neighborhood Organization:** Warehouse District North Loop Neighborhood Association, adjacent to Downtown Minneapolis Neighborhood Association (Downtown West)

Zoning Plate Number: 19

Existing Street Name: 3rd Avenue North (vacated)

Proposed Street Name: Twins Way

Public/Private Street: Public (Hennepin County street)

Concurrent Review: Petition to name/rename street. No other applications are necessary at this point.

Background: On May 26, 2006, Governor Pawlenty signed legislation authorizing a new ballpark in downtown Minneapolis' North Loop neighborhood. On November 13, 2007, the City Planning Commission took action to recommend that the City Council approve the recommendation of the Ballpark Implementation Committee regarding the design and layout of the new major league ballpark now known as Target Field. On December 7, 2007, the City Council approved the new 40,000 seat ballpark.

The ballpark, which is in the final stages of construction, is located in the area generally bounded by 5th Street North, the BNSF railroad right of way, 7th Street North, and I-394; with accessory off-street parking between 7th Street North and 12th Street North. The ballpark, which is owned by the Minnesota Ballpark Authority (MBA) and operated by the Twins, will open in April of 2010.

The MBA recently applied to vacate the City's rights to a segment of 3rd Avenue North, as required for the construction of Target Field and associated improvements. The vacation was approved by the City Council on October 30, 2009. Third Avenue North, as the roadway is now opened and travelled for vehicles, between the 7th and 10th Street North bridges and roadways. The segment of 3rd Avenue North

is the retracement of a portion of I-394 Right of Way that was conveyed (turned back) from MN DOT to Hennepin County.

As of the writing of this staff report, staff has not received written comments from the neighborhood group, but will forward comments, if any, at the City Planning Commission meeting.

Findings:

Streets shall be named in consideration of the following criteria:

- **Numeric street names shall be written using numerical rather than alphabetical spelling. For example, 1 rather than One.**
- **Numeric street names shall include the alphabetic suffix to the numerical prefix. For example, 12TH rather than 12.**

The proposed street name is not numeric.

- **Street names shall not be longer than can be produced by the standard sign manufacturing capability of the City Engineer or 30 characters, whichever is less.**

The street name is eight characters long.

- **Continuous streets should have the same name throughout the metropolitan area.**

This is an independent street segment. A segment of 3rd Avenue North was vacated to the north and east of 7th Street North.

- **A street name should be changed only if there will be a public benefit that clearly outweighs the public confusion and cost that would be created by the name change.**

The street name change is to encourage way-finding for public benefit and to avoid public confusion. According to the applicant, there are no private businesses on the street segment; therefore no businesses will be incurring the costs and inconvenience of having the street name changed.

- **A proposed street name should not be similar to an existing street name so that it creates confusion or hinders the provision of standard or emergency services.**
- **A proposed street name should not duplicate any other street name unless it is a continuation of an interrupted street.**
- **Street names should be in alphabetic or numerical sequence whenever practical.**

The street is not in alphabetical or numeric sequence; however, this is an independent segment that makes this standard less necessary.

- **A street name should not uniquely identify a particular product, service, tenant, business or living person.**

- **Streets should generally be named after people, places, events and things related to the City and citizens of Minneapolis. Proposed names should meet one of the following criteria:**
 - **1) to posthumously honor and commemorate noteworthy persons associated with the City of Minneapolis;**
 - **2) to commemorate local history, places, events or culture;**
 - **3) to strengthen neighborhood identity; or,**
 - **4) to recognize native wildlife, flora, fauna or natural features related to the community and the City of Minneapolis.**

The street being renamed, 3rd Avenue North was vacated by the City Council on October 16, 2009. The street then reverted to the County of Hennepin. The County has consented to the renaming of the street to Twins Way by the City. Further, City Charter stipulates that the City Council shall have authority over all streets within the City limits.

- **No street shall be designated with the name "Parkway" except under the jurisdiction of the Park and Recreation Board.**

The street does not include the name "Parkway."

- **Elements of an alphabetical street name should not be abbreviated unless it is common practice to do so. For example, DR MARTIN LUTHER KING JR is acceptable and preferable to DOCTOR MARTIN LUTHER KING JUNIOR.**

There are no abbreviations in the name of the proposed street.

CPED and Public Works staff finds that the proposed street name meets the above noted standard in that the Minnesota Twins are a long standing City of Minneapolis cultural and historical entity and that the City has the authority to rename the street with the County's approval.

Recommendation of the Department of Public Works/CPED Planning Division:

The Department of Public Works/CPED Planning Division recommends that the City Planning Commission and the City Council adopt the above findings and **approve** the petition to name/rename a street as Twins Way.