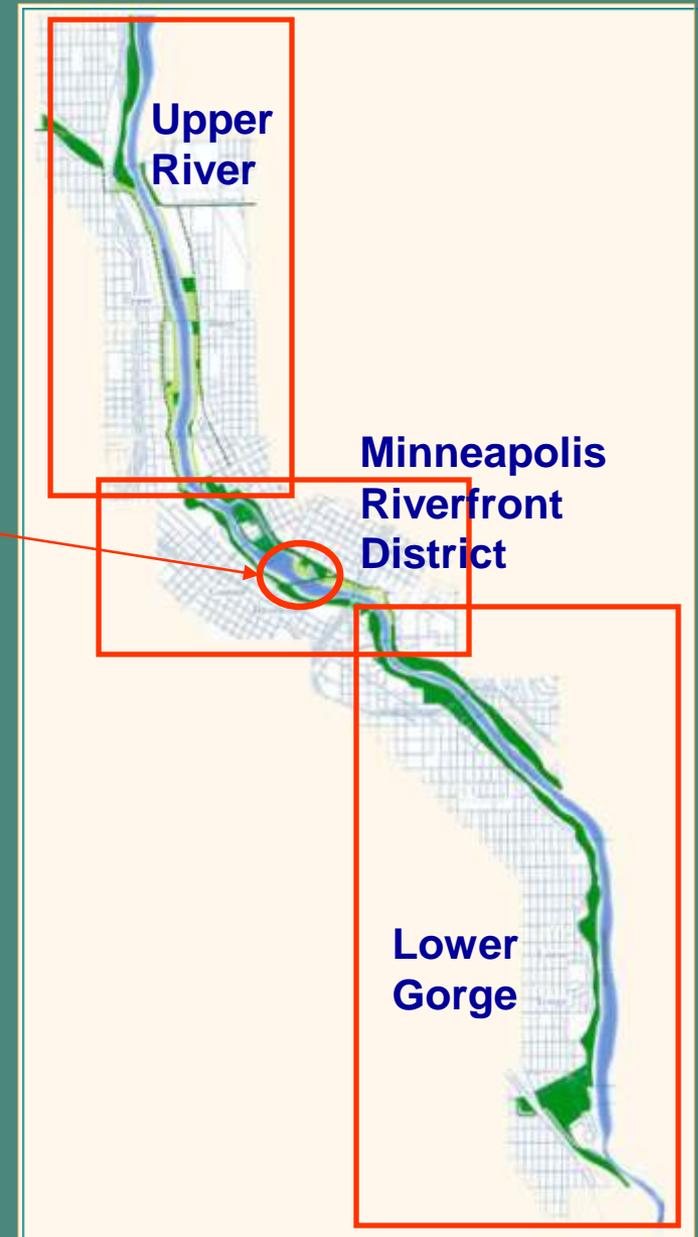


Minneapolis Riverfront Revitalization: Four decades of progress



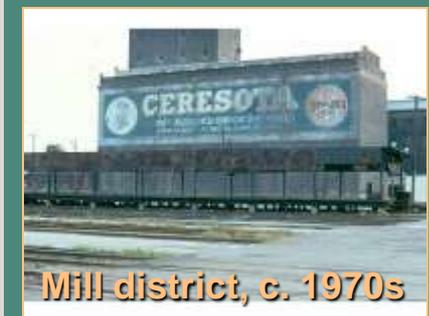
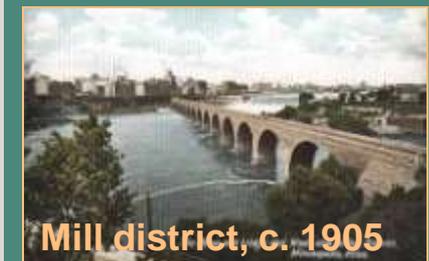
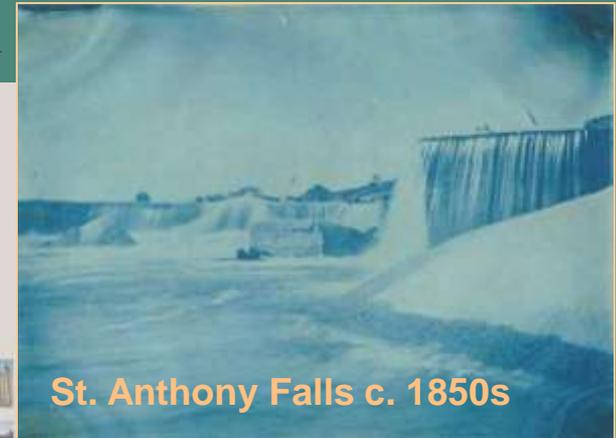
Minneapolis: the city built by a waterfall

- 11.5 miles of the Mississippi River flows through Minneapolis
- Centered on St. Anthony Falls
- Three river reaches, each with its characteristic topography, history, and land use



The Minneapolis Riverfront District: Based on the power of St. Anthony Falls

- Birthplace of the city
- Falls drove industry that made Minneapolis “Flour Milling Capital of the World” 1880 – 1930
- Blighted & under-used by 1960s
- 1970s a turning point decade: *Mississippi/Minneapolis* plan approved, redevelopment projects created; historic district designated; regional park planning initiated; Clean Water Act approved



1850s and 1905 photos courtesy of Minnesota Historical Society

INTRODUCTION TO REDEVELOPMENT TOOLS & STRATEGIES

- **Establish a vision** and align planning/regulatory tools
- **Remove barriers** to private investment (e.g., pollution, incompatible/blighting land uses, unused rail lines)
- **Add infrastructure** necessary to support private investment (e.g., streets, utilities, transit, parking)
- **Build on strengths** and **provide amenities** to attract private investment (e.g., parks/trails, historic or natural features, cultural/entertainment attractions, streetscaping)
- **Create opportunities** (e.g., assemble development sites, offer financing programs)

Central riverfront revitalization informed by:

1972 – *Mississippi/Minneapolis*

1977 – *Long Range Regional River Dev. & Acq. report*

1977 – *Central Riverfront Open Space Master Plan*

1983 – *Mills District Plan*

1983 – *Heritage Landing Guidelines & Criteria*

1987 – *Riverfront Recreation, Entertainment & Cultural*

1988 and 2006 – *Critical Area Plan*

1990 – *St. Anthony Falls Heritage Zone Interpretive Plan*

1998 – *Historic Mills District Master Plan (2001 update)*

2000 – *Minneapolis Warehouse Preservation Action Plan*

2004 – *Marcy-Holmes Neighborhood Master Plan*

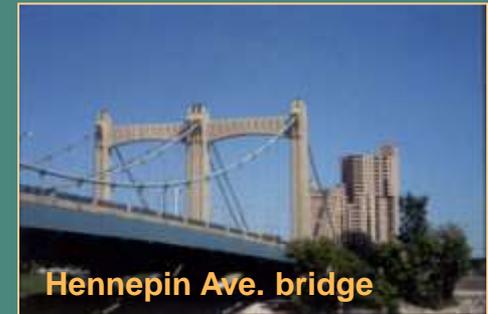
2008 – *Minneapolis Plan for Sustainable Growth*

2009 – *Power of the Falls: Renewing the Vision for the St. Anthony Falls Heritage Zone*

Numerous redevelopment plans, specific park plans, etc.

Guiding goals/principles of Minneapolis Riverfront District redevelopment

- Remove barriers to revitalization and add infrastructure necessary to support public access and new development
- Remove incompatible land uses, rail lines, blighting influences and pollution
- Install or renovate roads, bridges and utilities needed for access and service



Hennepin Ave. bridge



Rail line in 2nd St. c. 1970

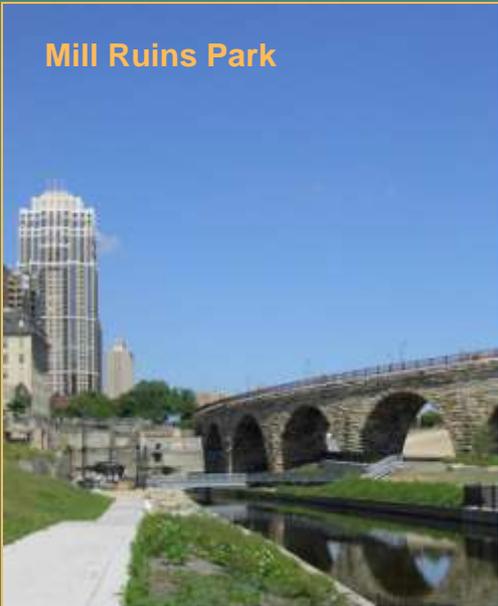


New segment of Park Avenue

- Open public access to the riverfront as a social and environmental asset and amenity

- Develop both banks of the river as publicly-owned open space, connecting to the 52-mile Minneapolis Grand Rounds parkway system
- Created almost 140 acres of new riverfront parkland
- Encourage river-adjacent cultural, hospitality, and entertainment venues





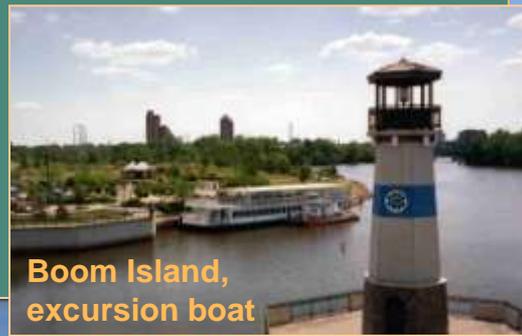
Mill Ruins Park



Nicollet Island



Annual Arts Festival



Boom Island, excursion boat



Guthrie Theater



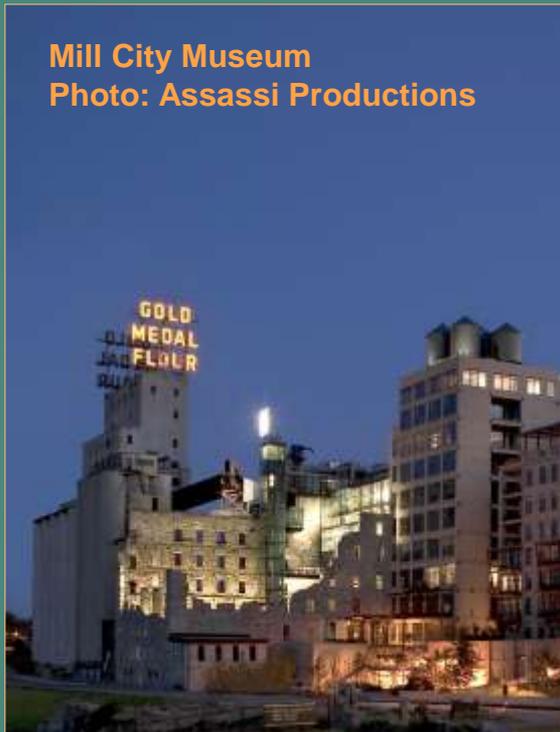
Stone Arch Bridge



Historic Main Street

- Preserve the area's history and communicate its significance to the public

- Created the St. Anthony Falls Historic District, listed on the National Register of Historic Places
- Preserve and appropriately reuse historic structures; over 80 buildings rehabilitated over the past 25 years
- Offer historic interpretation in many forms



1990: St. Anthony Falls Heritage Zone Interpretive Plan



Create a vibrant new mixed-use community with enough housing to be a true neighborhood

Over **5,300** new housing units completed or under construction; hundreds more planned

photo courtesy of Chris Gregerson



Landings townhomes

minneapolis.mn.us

photo courtesy of Chris Gregerson



Riverplace

www.potter.com/minneapolis.mn.us



Lourdes Square townhomes



Nicollet Island home



North Star Lofts



Heritage Landings Apartments

that's also an **economic powerhouse** generating jobs, taxes & economic activity

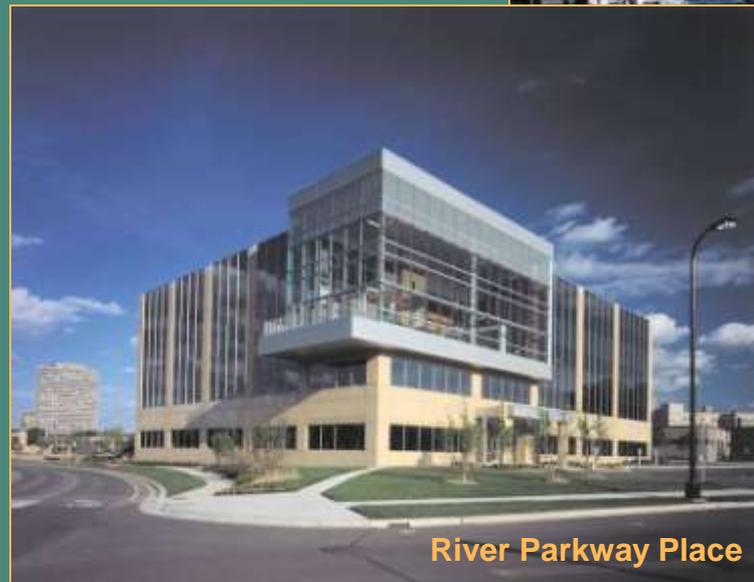
- Over 7,000 jobs preserved or created
- 4.5 million sq. ft. new office, commercial & industrial space



Depot East Office Center



Federal Reserve Bank



River Parkway Place

Riverfront revitalization project/plan partners

- **Local:** City of Minneapolis and its various departments and commissions, Minneapolis Park & Recreation Board, Mississippi Watershed Management Organization, Hennepin County
- **Regional:** Metropolitan Council
- **State:** Minnesota Historical Society; St. Anthony Falls Heritage Board; Departments of Natural Resources, Transportation and Employment and Economic Development; Minnesota Pollution Control Agency
- **Federal:** U. S. Army Corps of Engineers, National Park Service
- Neighborhood organizations, affected businesses and residents
- Non-profits and institutions, including University of Minnesota
- Private developers and businesses
- Governmental, private, foundation and other funders
- Coordination via staff technical advisory committee, St. Anthony Falls Heritage Board and now Minneapolis Riverfront Partnership

Central Riverfront redevelopment 1975-2010



1975-1980

-  Parks
-  Development projects

1981-1990

-  Parks
-  Other public infrastructure
-  Development projects

1991-2000

-  Parks
-  Other public infrastructure
-  Development projects

2001-2010 (incl. current proposals)

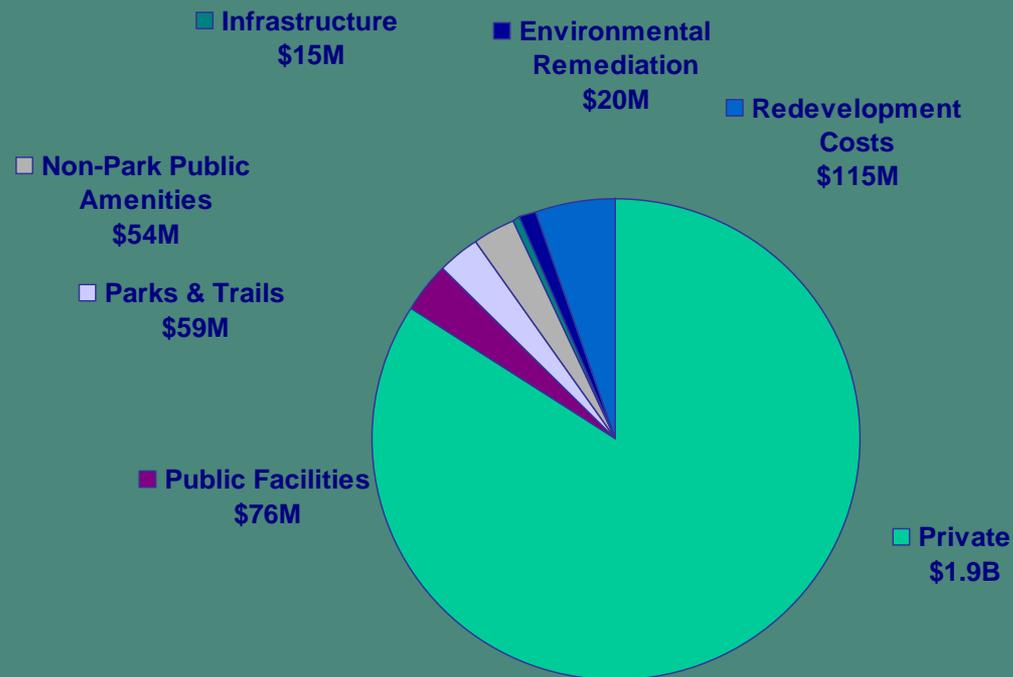
-  Parks
-  Other public infrastructure
-  Development projects

(Note: Illustration of recent years needs updating)

MINNEAPOLIS RIVERFRONT DISTRICT INVESTMENTS*

Strategic public investments (multiple sources) of \$338 million

Leveraged private/nonprofit investment of about \$1.9 billion



*Figures shown are as of mid-2012

A Case Study within the Minneapolis Riverfront District: the Mill District



THE MILL DISTRICT SUCCESS STORY

Informed by:

- 1983 *Mills District Plan*
- 1998 *Historic Mills District Master Plan*
- 2001 *Update to Historic Mills District Plan*

BEFORE:

Largely abandoned industrial area, limited access, forbidding, no public spaces



AFTER:

Improved access; recreational, cultural & historic attractions; housing & jobs



Downtown side of river, east of Third Avenue bridge; c. 2007

Barriers Removed & Infrastructure Added



BEFORE:

Rail lines limited access

Pollution discouraged investment

AFTER:

New streets added,
sites cleaned,
surface parking replaced by
structured parking



Amenities Added to Build on Strengths



BEFORE:

No public riverfront access,
history crumbling



AFTER:

West River Parkway & Mill Ruins
Park provide recreational access
& green edge; history preserved;
new attractions added

A New Residential Community



Second Street S., looking towards Depot, 1980's

1980:
7 Housing Units



Second Street S., looking towards Depot, 2011

2012:
1,250 Housing Units (with
hundreds more planned)

Jobs & Economic Activity



Milwaukee Road Depot Train Shed 1970's

1980:
Minimal number of jobs

2012:
1,000,000 sq. ft of commercial space, 512 hotel rooms, over 2,000 permanent jobs, hundreds of construction jobs



Milwaukee Depot and Depot East Office Center 2004

Increased Real Estate Taxes



Second Street S., East of Fifth Ave. 1980's

1994 EMV:
\$25 million



Second Street,
2011

2011 EMV:
\$475 million

Some lessons learned

- **Patience and persistence are mandatory**
- **Respect the market**
- **Have a plan, but be ready to evolve**
- **Parks, trails and amenities are important development tools**
- **Partners are vital, and partnerships need nurturing**
- **Areas in transition are intimidating to potential investors**

An aerial photograph of a river flowing through a park. The trees on the left bank are in full autumn foliage, showing shades of yellow, orange, and red. A bridge with a single central pier crosses the river. In the background, a city skyline is visible under a blue sky with light clouds.

Presentation designed and prepared by
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Minneapolis Park and Recreation Board

For more information:
www.ci.minneapolis.mn.us/cped/riverfront.asp