DOWNTOWN SERVICE AREA MASTER PLAN AND DOWNTOWN PUBLIC REALM FRAMEWORK PLAN

Technical Advisory Committee (TAC) Meeting #4

February 3, 2015
9-10:30am

MEETING AGENDA

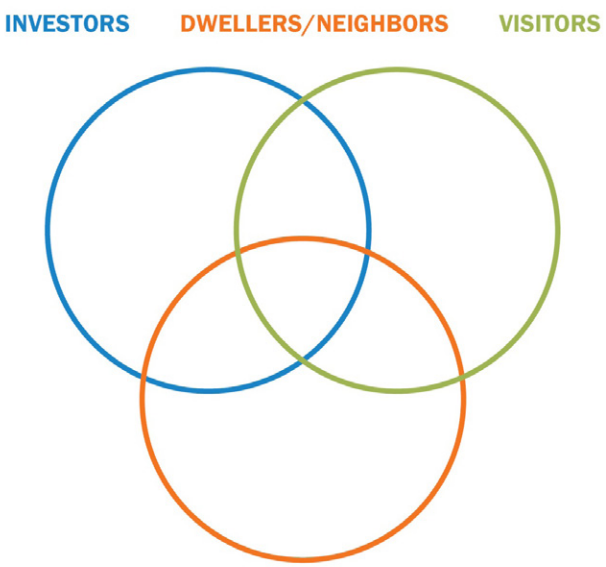
- Welcome/Introduction
- Community Engagement Plan
- Review Small Group Exercise from Previous TAC and SC Meeting
- Targeted Themes/Small Group Exercise
- Questions and Comments

COMMUNITY ENGAGEMENT PLAN

COMMUNITY ENGAGEMENT PLAN

Audience and Targets:

- Dwellers/Neighbors work, go to school, or live in or near downtown
- Investors have a stake in downtown through business or property ownership, or investment in human or social capital
- Visitors include frequent and infrequent visitors, and those who recognize its importance to the region



COMMUNITY ENGAGEMENT PLAN

Tools/Methods:

- Steering Committee
- Contact List
- Project Comment Email
- Public Information Updates
- Social Media Campaign
- Blog
- Websites
- Online Questionnaires/ Mapita
- Stakeholder Interviews
- Focus Groups
- Intercepts/Popup Meetings
- Workshop Kit
- Speakers Bureau
- Charrettes/Workshops

COMMUNITY ENGAGEMENT PLAN

Engagement Captains and TAC Committee Member Outreach

- Targeted Engagement (Workshop Kits)
- Project Updates and Talking Points
- Ground Truthing and Feedback
- Deliverable-Driven Working Groups

COMMUNITY ENGAGEMENT PLAN

Online Survey:

- 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?

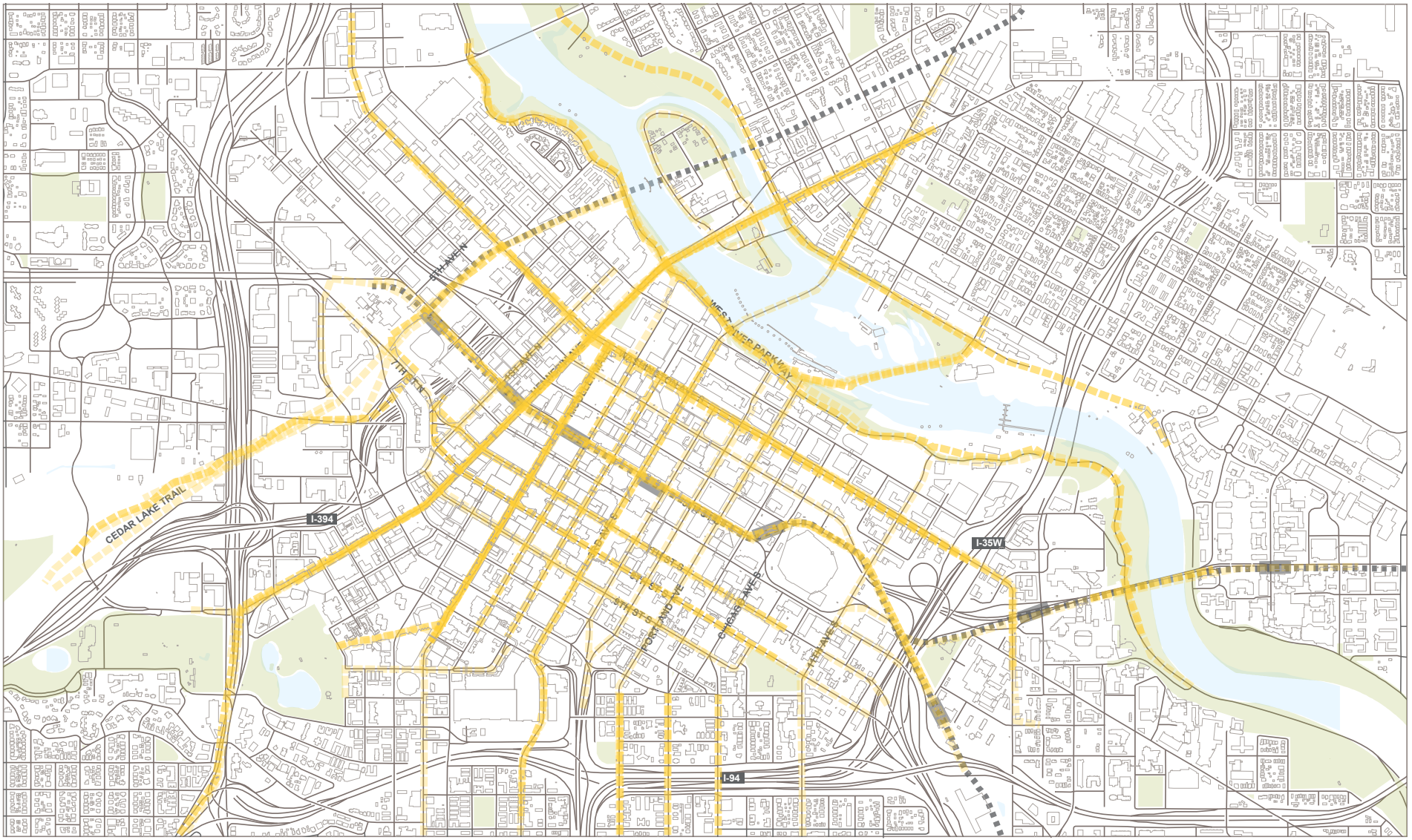
COMMUNITY ENGAGEMENT PLAN

Questions and Comments from TAC

SMALL GROUP EXERCISE REVIEW

Previous TAC and SC Meeting

FINDINGS: TAC CORRIDORS



TAC MEETING EXERCISE 1.6.15
Downtown Public Realm Framework/
Downtown Service Area Master Plan
City of Minneapolis_CPED

KEY
- REFERENCE SITES
- PARKS
- WATER
- LRT/TRAIN + STATION
- CORRIDORS
- DISTRICTS
- CONNECTIONS/GATEWAYS/OPPORTUNITIES
- LANDMARKS
- EVENTS/HAPPENINGS
- BARRIERS
- GAPS

Feet 0 250 500 1,000

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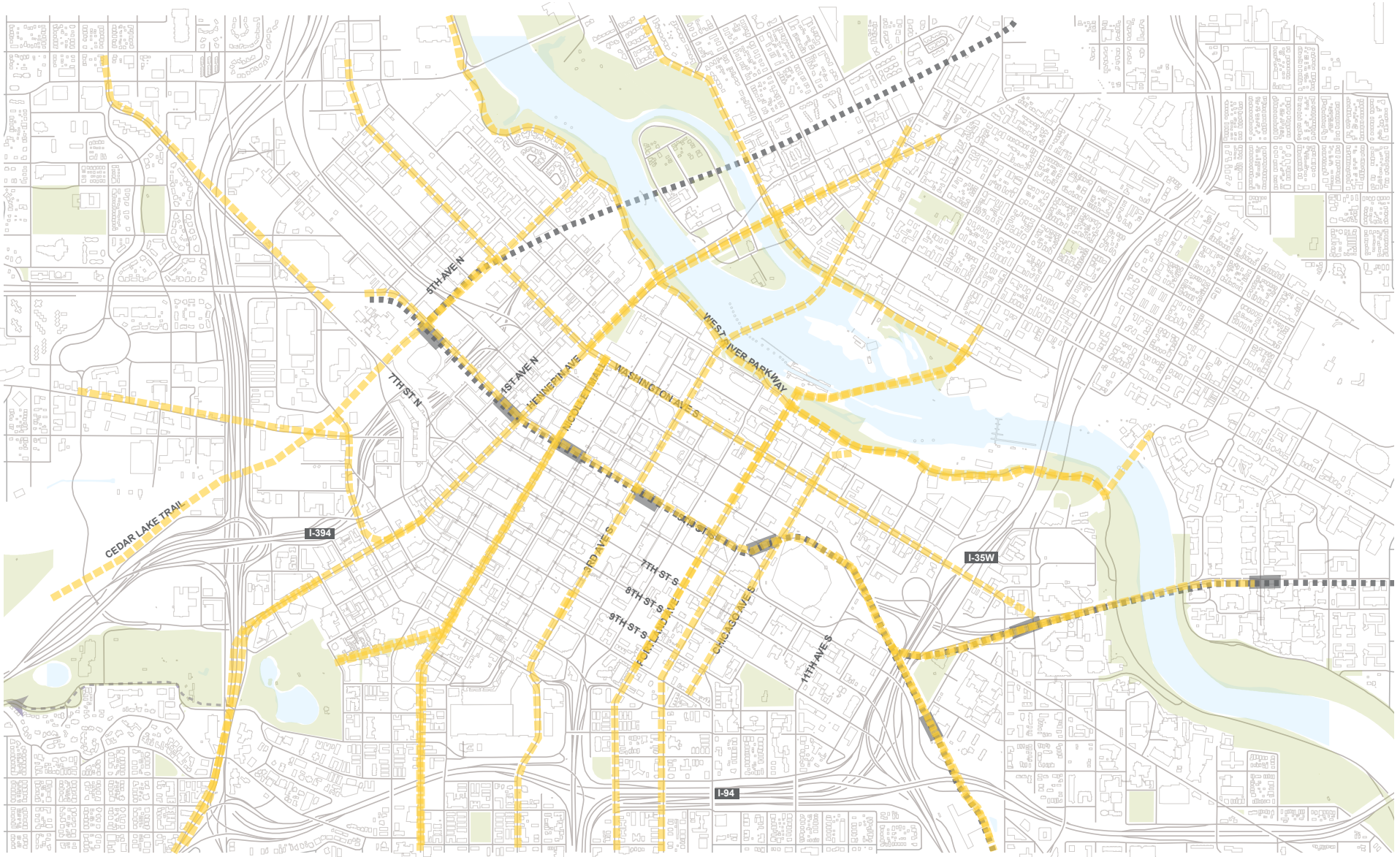
Data compiled from best available sources. The City of Minneapolis assumes no legal responsibility for the accuracy of this map. For illustrative purposes only.

FINDINGS: STEERING CORRIDORS



SC MEETING EXERCISE 1.15.15
Downtown Public Realm Framework/
Downtown Service Area Master Plan
City of Minneapolis_CPED

KEY
- LRT/TRAIN + STATION
- PARKS
- WATER

CORRIDORS_STEERING COMMITTEE
- CORRIDORS
- DISTRICTS
- PARKS IDEAS
- GAPS/MISSING CONNECTIONS
- LANDMARKS
- EVENTS/HAPPENINGS
- PARKS OBSERVATIONS
- BARRIERS
- GATEWAYS

Feet
0 250 500 1,000

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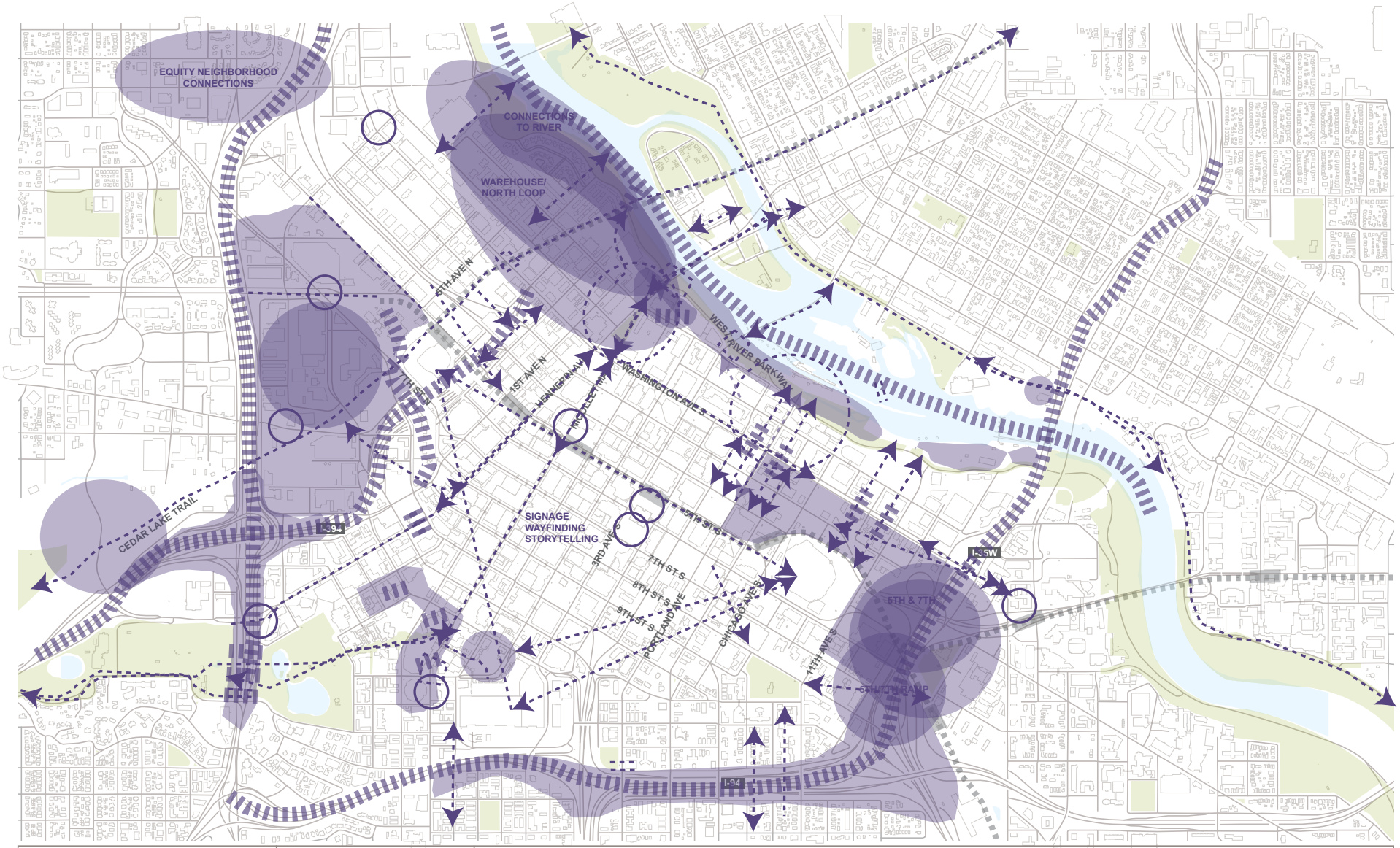
FINDINGS: BARRIERS AND GAPS



TAC 4 2.3.15 RECAP OF TAC 3 AND SC 2
Downtown Public Realm Framework/
Downtown Service Area Master Plan
City of Minneapolis_CPED

KEY
- LRT/TRAIN + STATION
- PARKS
- WATER
- BARRIERS
- GAPS
- SUGGESTED CONNECTIONS
- SUGGESTED GATEWAYS

0 250 500 1,000 Feet

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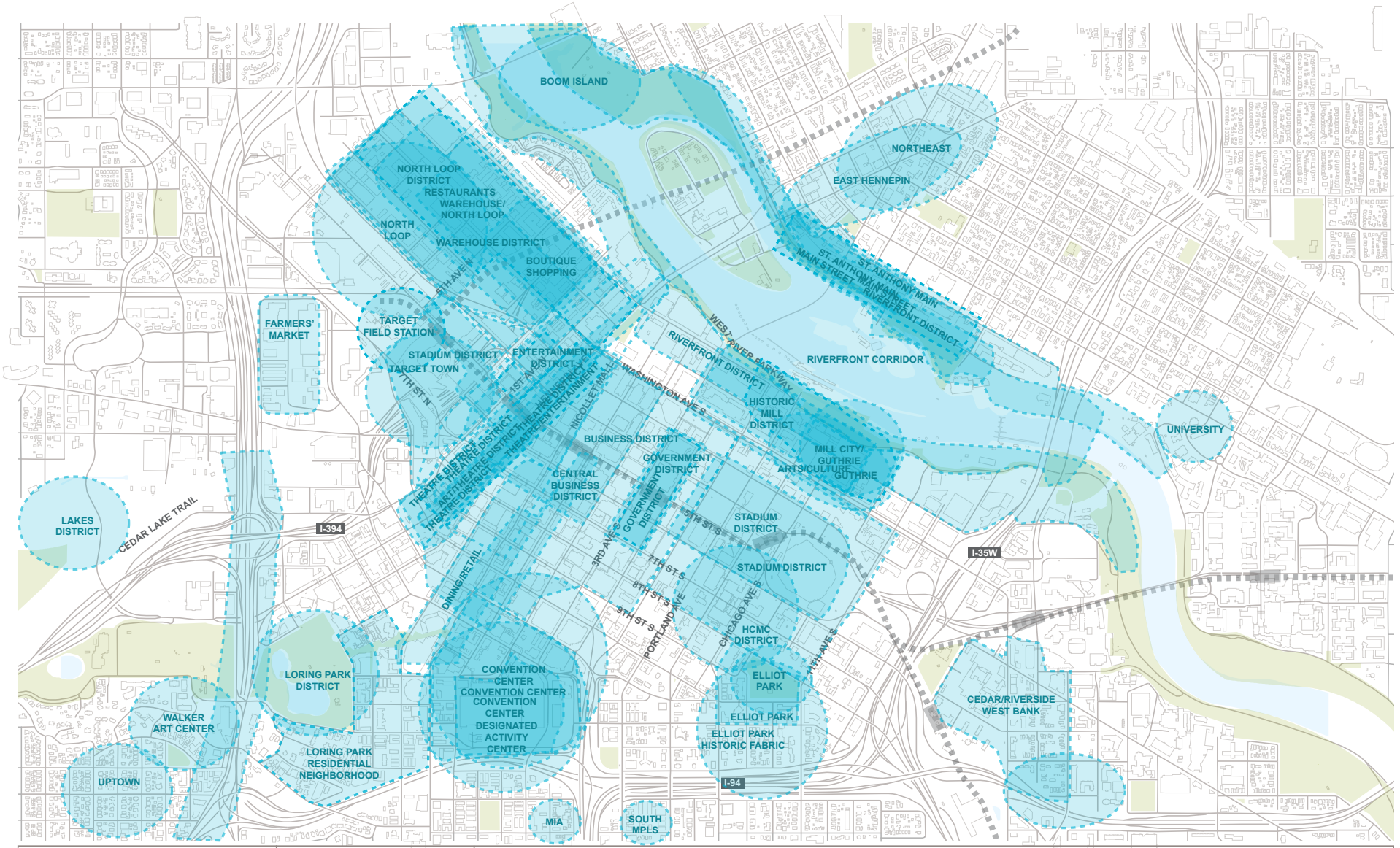
FINDINGS: DISTRICTS



TAC 4 2.3.15 RECAP OF TAC 3 AND SC 2
Downtown Public Realm Framework/
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KEY
LRT/TRAIN + STATION
PARKS
WATER

IDENTIFIED DISTRICTS

0 250 500 1,000 Feet

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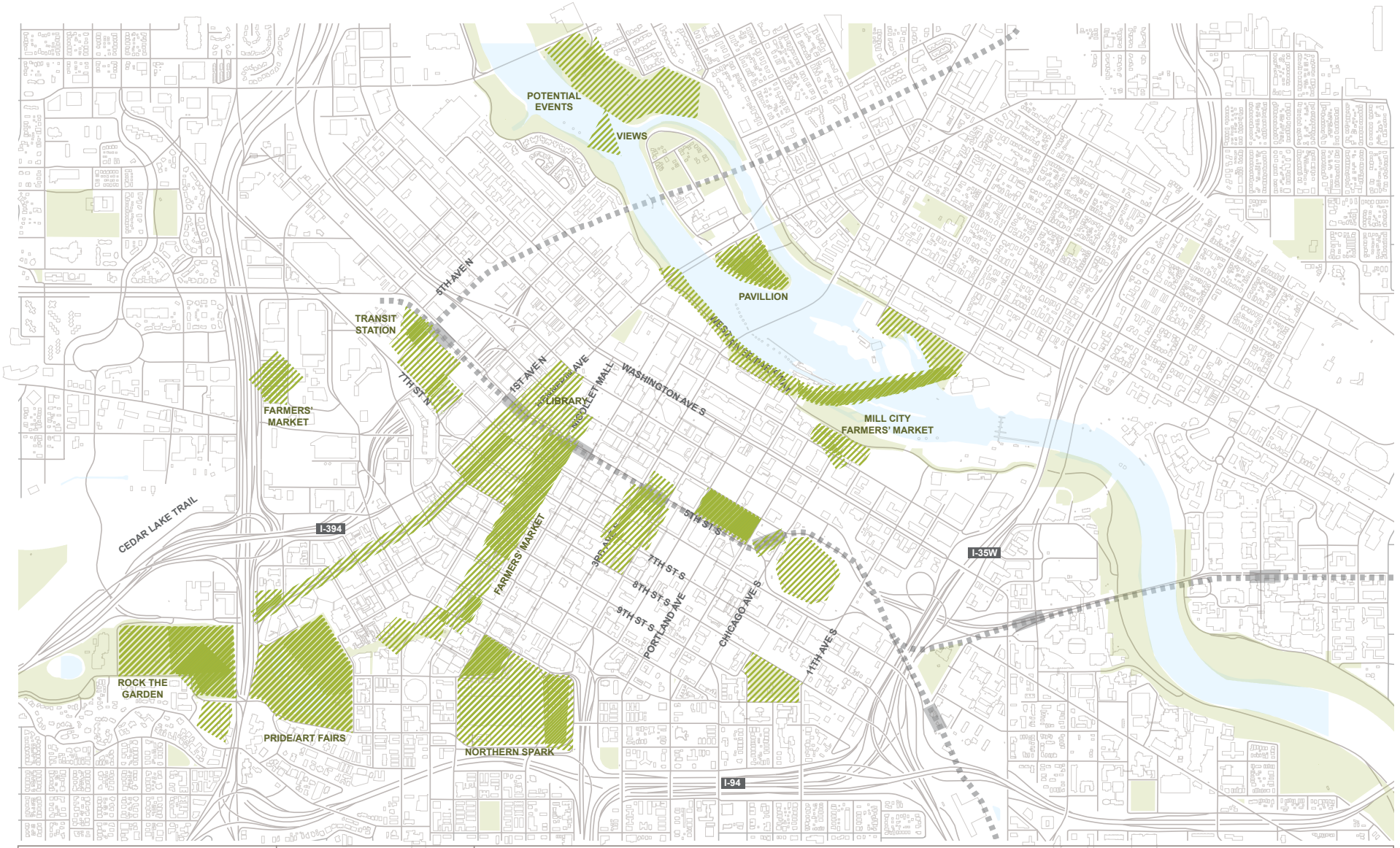
FINDINGS: EVENTS / HAPPENINGS



TAC 4 2.3.15 RECAP OF TAC 3 AND SC 2
Downtown Public Realm Framework/
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KEY
LRT/TRAIN + STATION
PARKS
WATER
EVENTS/HAPPENINGS

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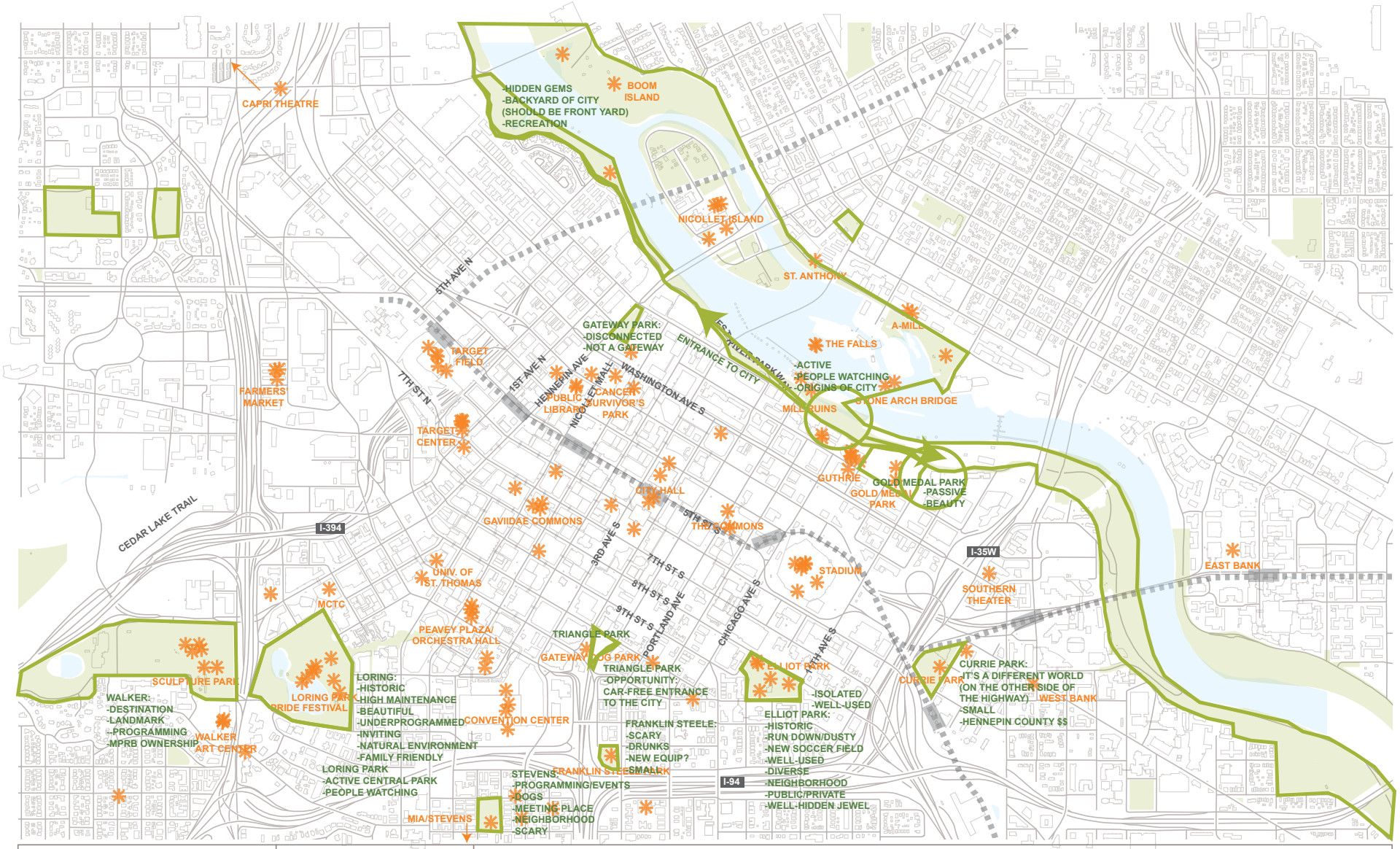
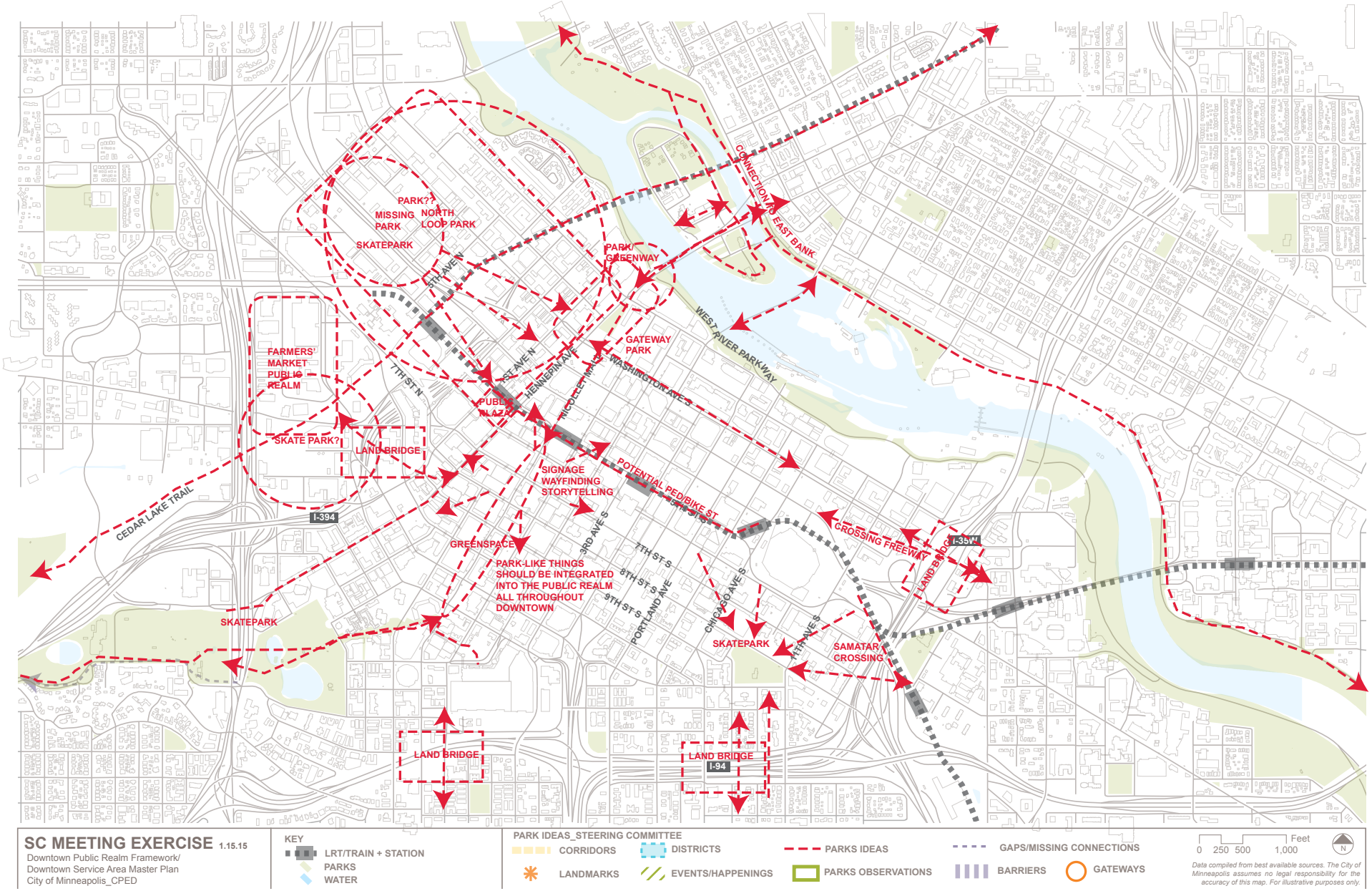
FINDINGS: PARKS / LANDMARKS



FINDINGS: STEERING PARK IDEAS



SC MEETING EXERCISE 1.15.15
Downtown Public Realm Framework/
Downtown Service Area Master Plan
City of Minneapolis_CPED

KEY
- LRT/TRAIN + STATION
- PARKS
- WATER

PARK IDEAS_STEERING COMMITTEE
- CORRIDORS
- DISTRICTS
- PARKS IDEAS
- GAPS/MISSING CONNECTIONS
- LANDMARKS
- EVENTS/HAPPENINGS
- PARKS OBSERVATIONS
- BARRIERS
- GATEWAYS

0 250 500 1,000 Feet

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TARGETED THEMES

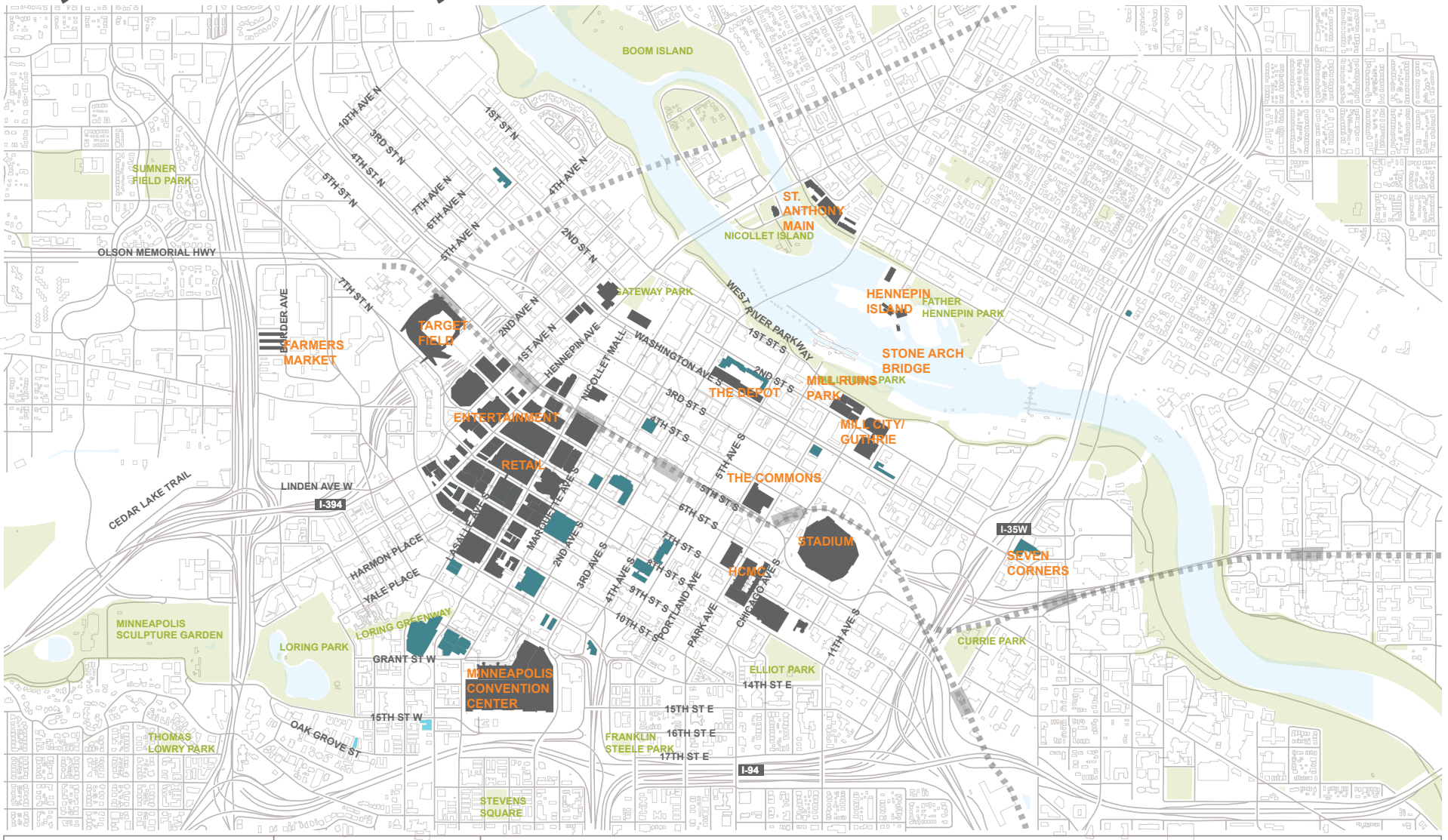
Small Group Exercise

CONSTITUENCY MAPPING

- We will map three core constituencies: Residents, Workers, and Visitors
- Each constituency has its own logic, a "day in the life" network that is uniquely related to that constituency.
- Our goal is to map each unique network, the basemaps for each constituency are unique
- Consider the base case, as well as how under-represented communities within the constituency are reflected in your map.

SMALL GROUP EXERCISE

City—Visitor's Layer



TAC 4 2.3.15 EXERCISE (VISITORS)
Downtown Public Realm Framework/
Downtown Service Area Master Plan
City of Minneapolis_CPED

KEY
- LRT/TRAIN + STATION
- PARKS
- WATER

PLACE — DESTINATIONS
HOTELS

0 250 500 1,000 Feet

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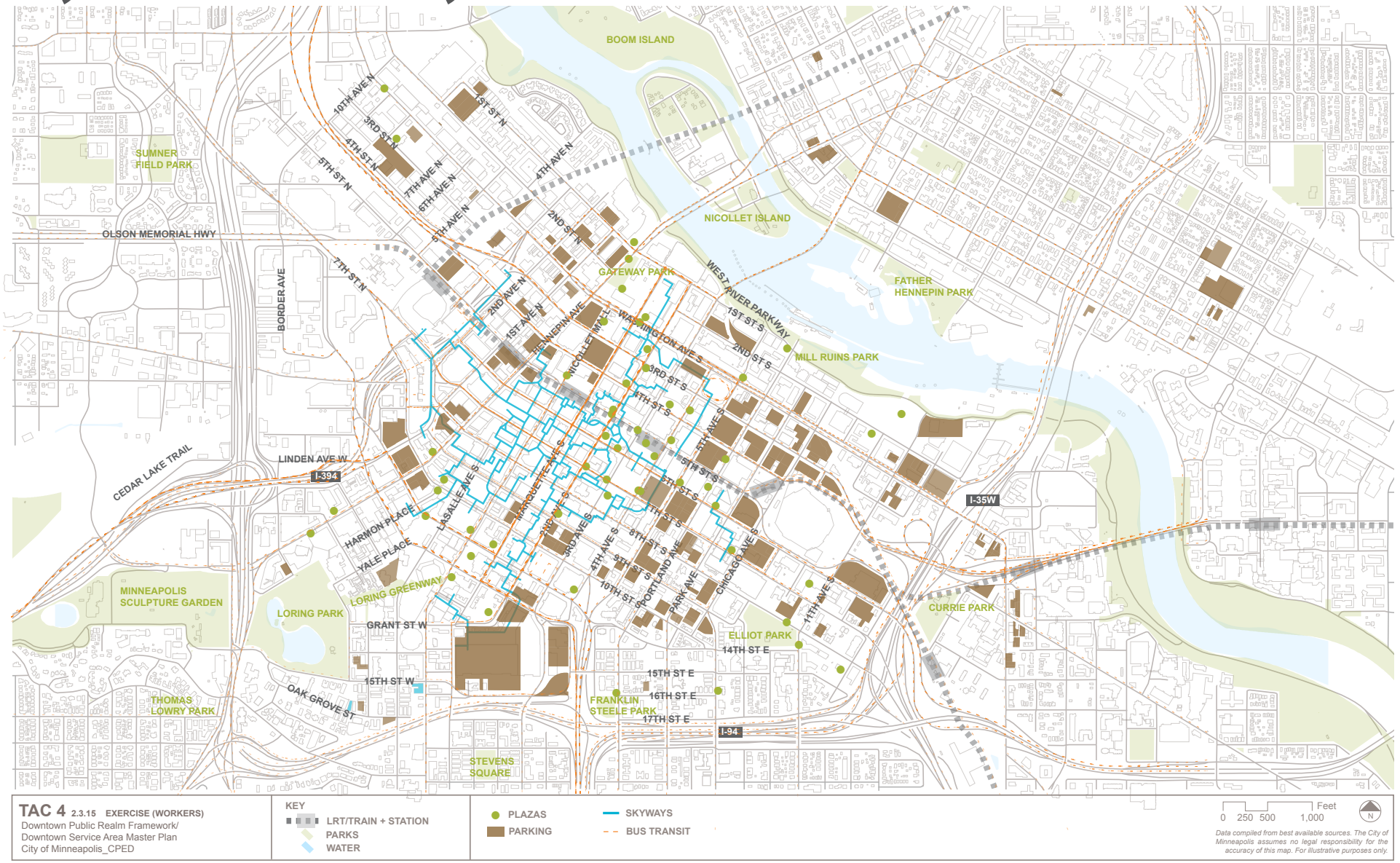
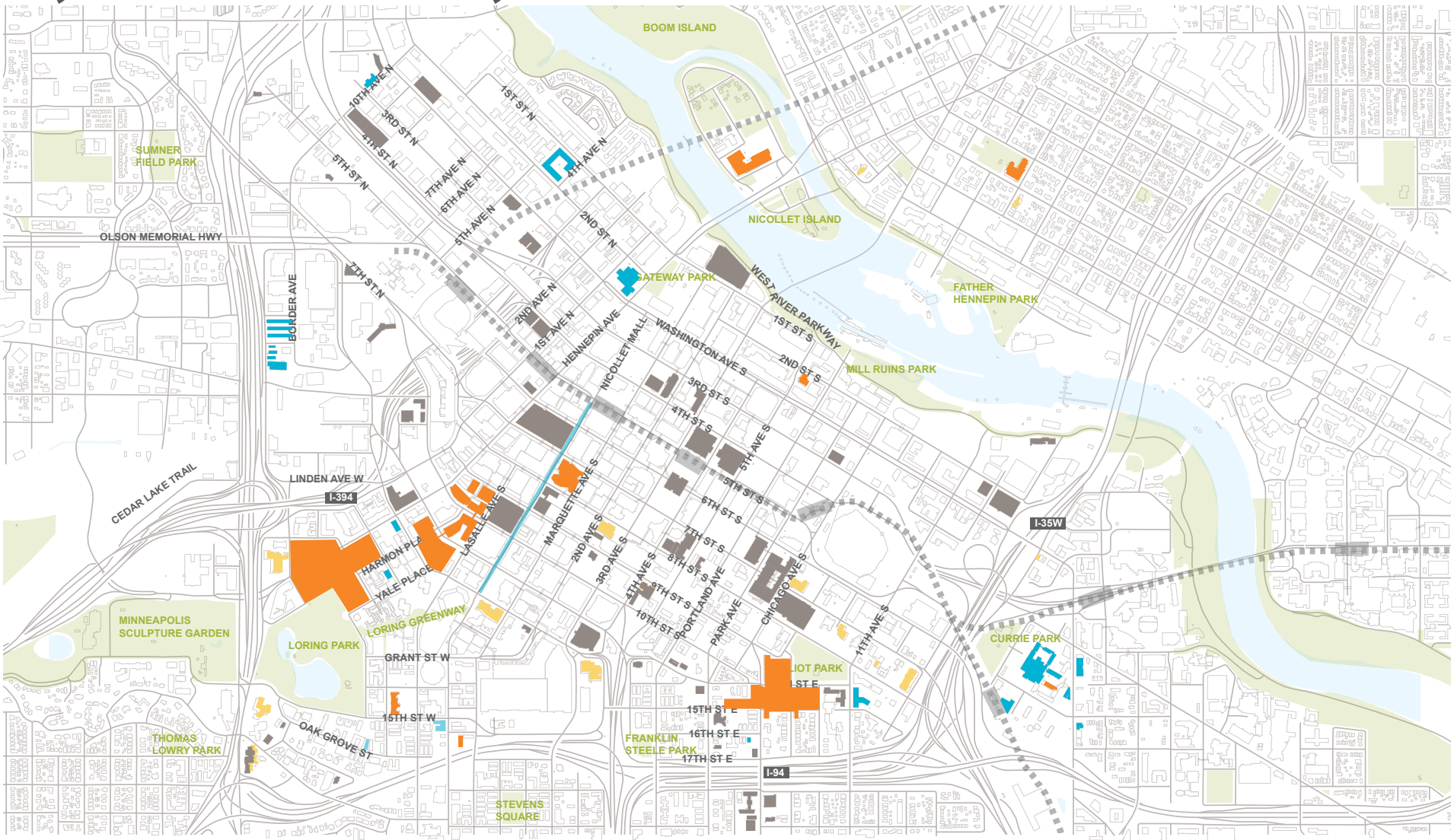
SMALL GROUP EXERCISE

City—Worker's Layer



SMALL GROUP EXERCISE

City—Resident's Layer



TAC 4 2.3.15 EXERCISE (RESIDENTS)
Downtown Public Realm Framework/
Downtown Service Area Master Plan
City of Minneapolis_CPED

KEY
- LRT/TRAIN + STATION
- PARKS
- WATER
- SCHOOLS, PLACES FOR LEARNING
- RELIGIOUS INSTITUTIONS
- GOVERNMENT AND SOCIAL SERVICES
- GROCERY STORES/MARKETS

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SMALL GROUP EXERCISE

» Corridors

- » *Event/Activity Corridor*
- » *Arts & Cultural Corridor*
- » *Corridor of Arrival*

» Districts

- » *[Venue] District*
- » *Shopping/Dining District*
- » *Character District*
- » *[Amenity] District*

» Happenings

- » *Farmers Markets*
- » *Civic Gathering*
- » *Street or District Events*
- » *Big Venue Events*

» Landmarks

- » *Important Buildings*
- » *Iconic Features*
- » *Views*

SMALL GROUP EXERCISE

Parks

- Identify the primary user groups for each downtown park: label parks "D" for dweller, "V" for visitor, or "I" for investor
- Using up to three key words, describe the primary character elements that should inform design principles for each downtown park
- Identify corridor gaps using dashed lines, including trails, paths, greenways, sidewalks, bridges, etc. They can be connectors to parks or key public spaces in and of themselves
- Identify search areas for future parks using polygons or circles

NEXT STEPS

» TAC will meet first Tuesday of every month through May 2015:

- 3/3, 4/7, 5/5

» Upcoming Steering Committee meetings:

- 3/19, 5/21, 7/16