PATHWAYS TO PLACES
Shaping Downtown Together

DOWNTOWN SERVICE AREA MASTER PLAN AND DOWNTOWN PUBLIC REALM FRAMEWORK PLAN

Technical Committee (TAC) Meeting #6

June 2, 2015
9:00-11:00am

MEETING AGENDA

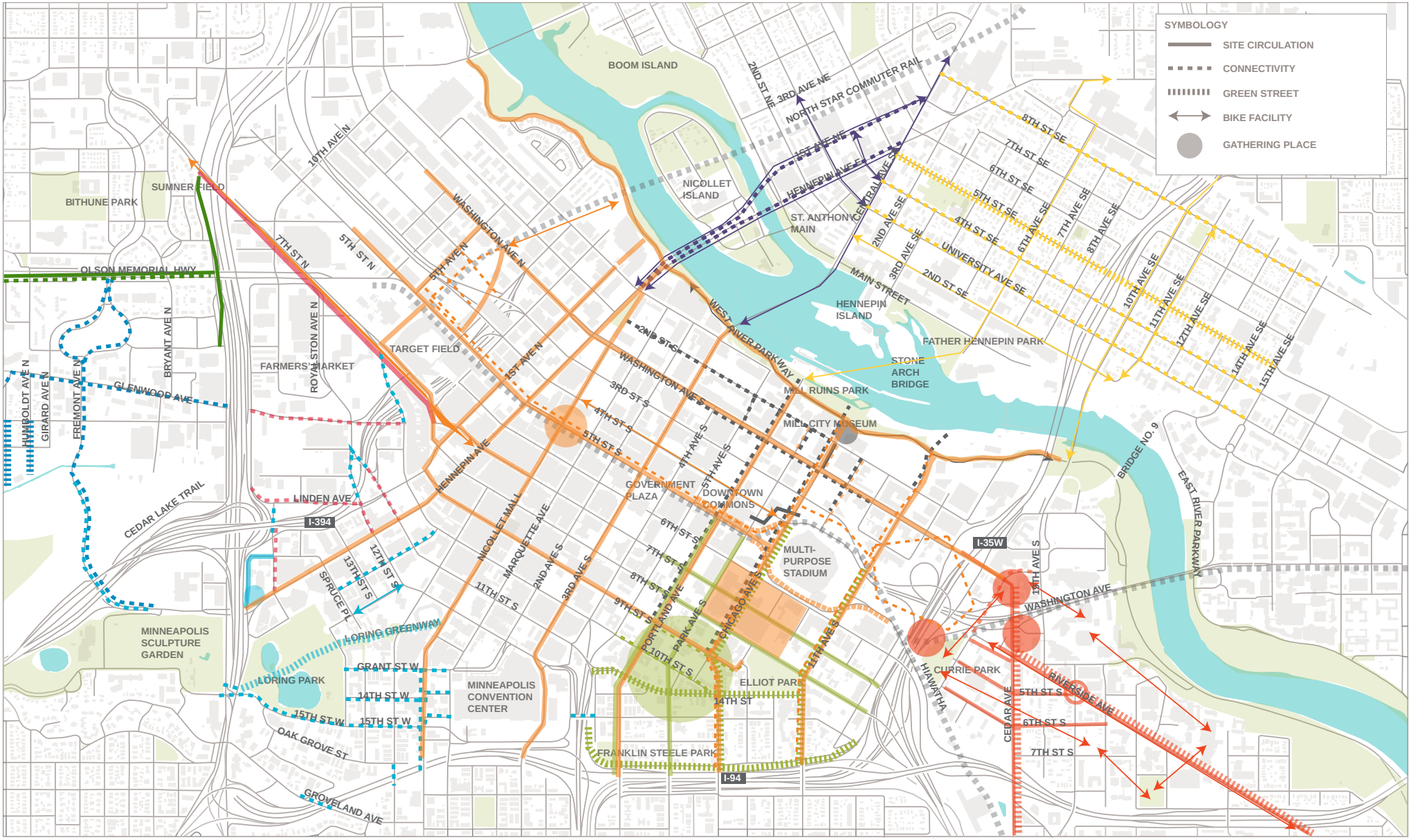
- Welcome/Introduction
- Project Identity + Coordination
- Downtown Public Realm Framework Plan Progress
- Downtown Service Area Master Plan Progress
- Report on Community Engagement Process
- Group Discussion: Solving for 'Who?'
- Upcoming Activities

PROJECT IDENTITY+COORDINATION

DOWNTOWN PUBLIC REALM FRAMEWORK PLAN

» Streets and Plazas

SMALL AREA PLAN ANALYSIS



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)
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- BASSETT CREEK VALLEY MASTER PLAN (2007)

Feet
0 250 500 1,000

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LORING PARK

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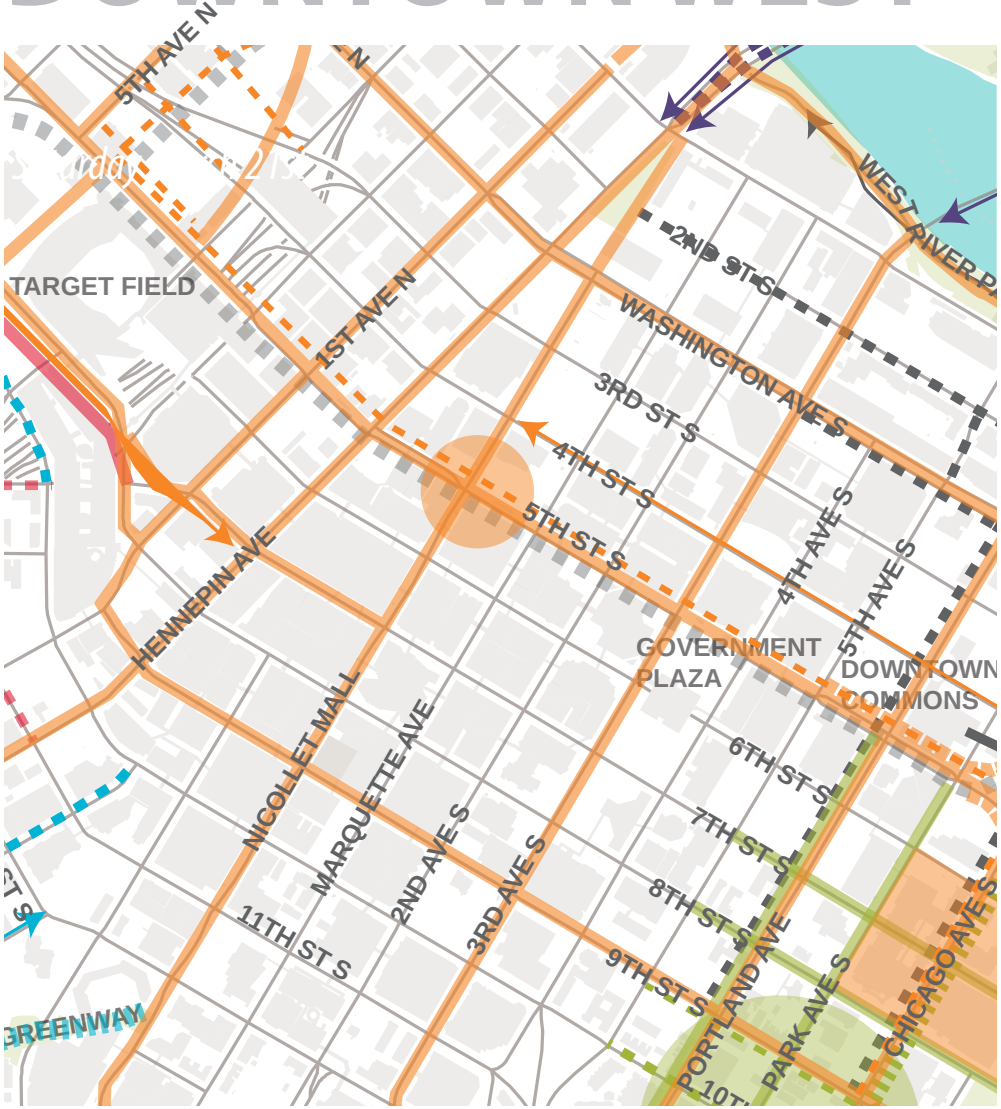
DOWNTOWN WEST



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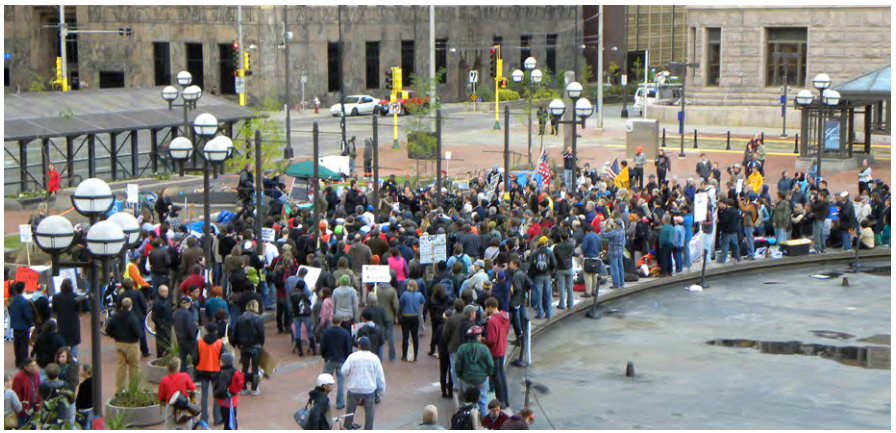
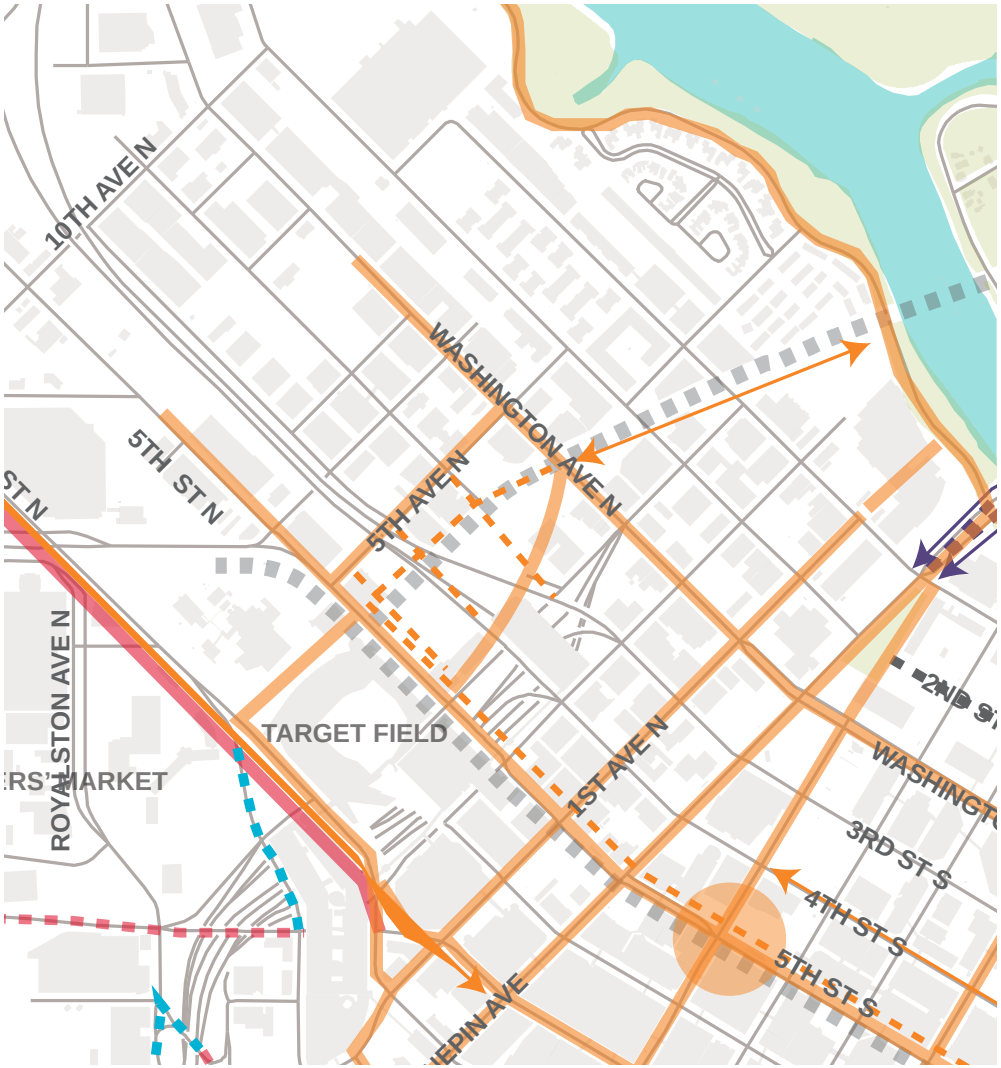


NORTH LOOP



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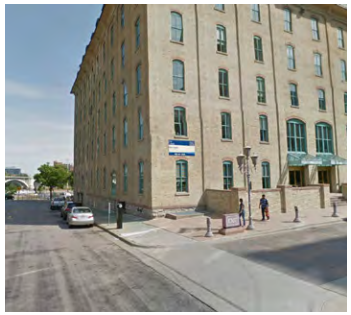
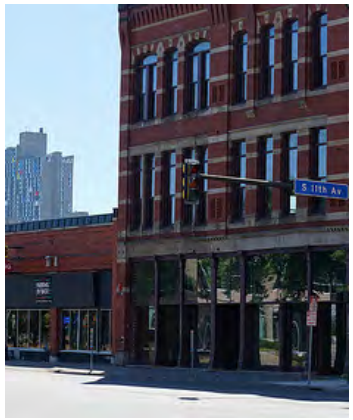
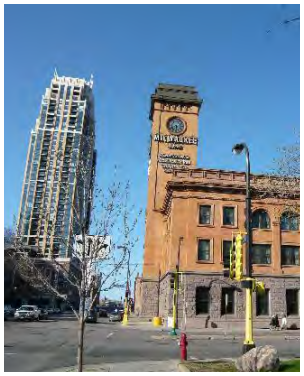
DOWNTOWN EAST







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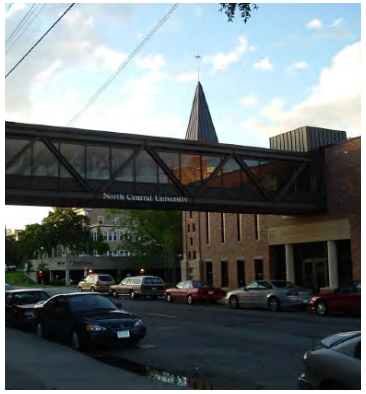
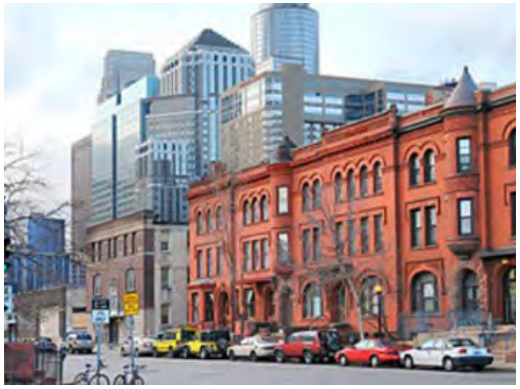
ELLIOT PARK





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PROTECTED BIKEWAYS PLAN

SMALL AREA PLAN ANALYSIS 5.20.15
Downtown Public Realm Framework/
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City of Minneapolis_CPED

PROTECTED BIKEWAYS PLAN DRAFT 2015
- EXISTING PROTECTED BIKEWAYS
- TO BE IMPLEMENTED 2015-2017
- TO BE IMPLEMENTED 2018-2020
- TO BE IMPLEMENTED 2020 OR LATER

0 250 500 1,000 Feet

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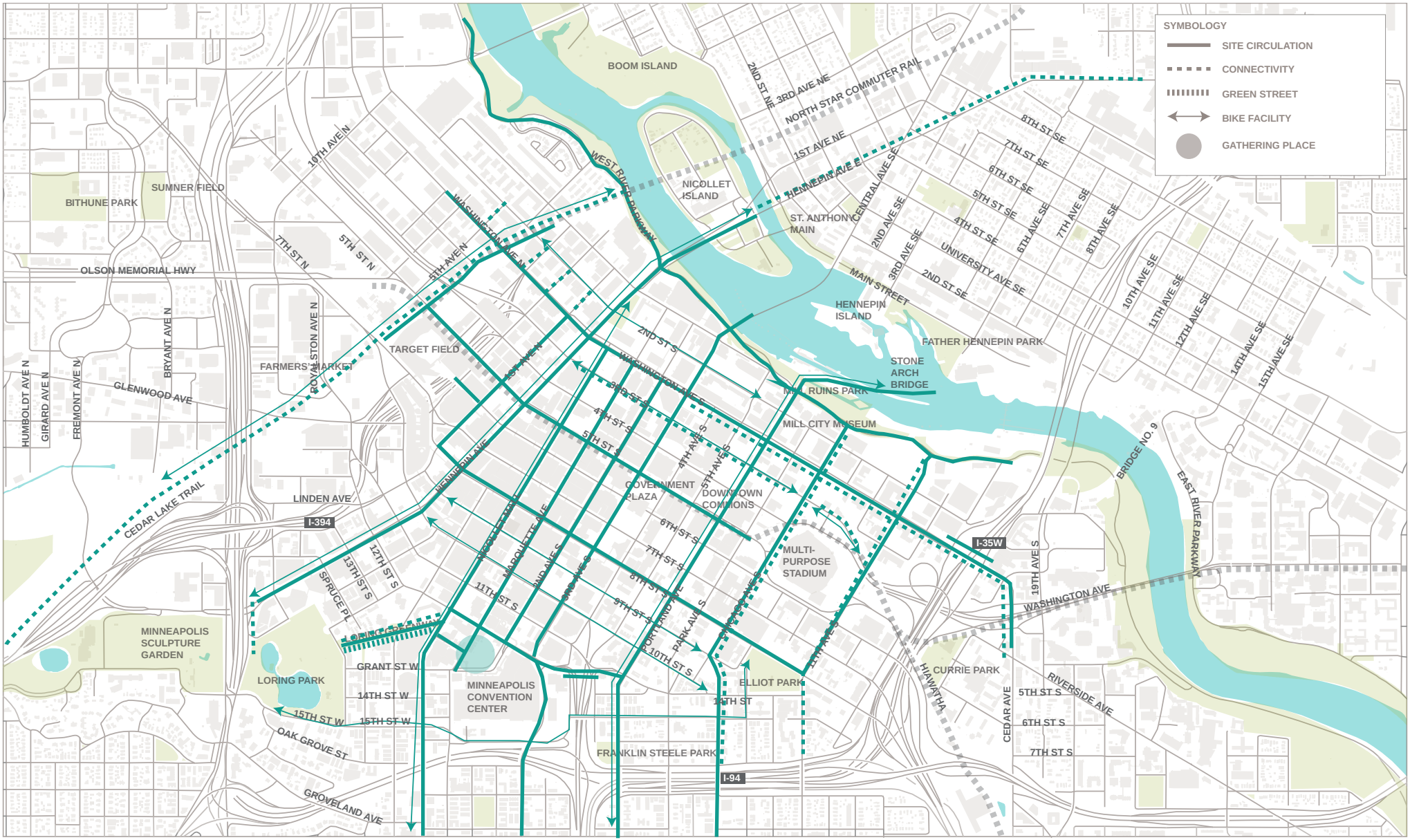
ACCESS MINNEAPOLIS



SMALL AREA PLAN ANALYSIS 5.20.15

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ACCESS MINNEAPOLIS TEN-YEAR TRANSPORTATION DOWNTOWN ACTION PLAN

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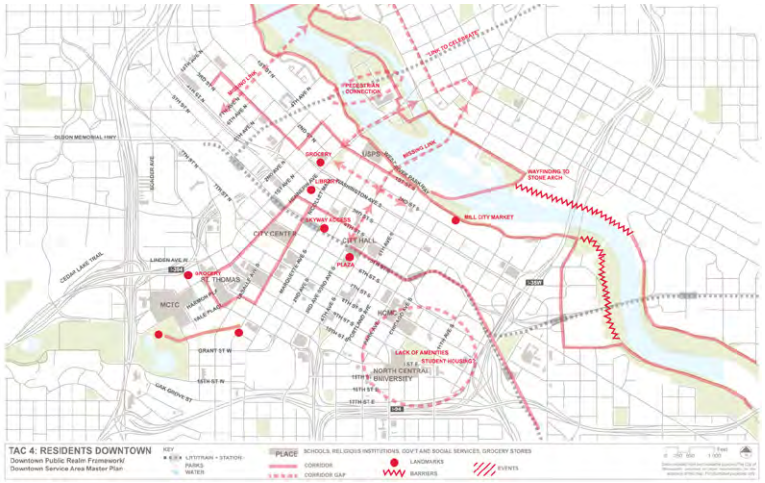
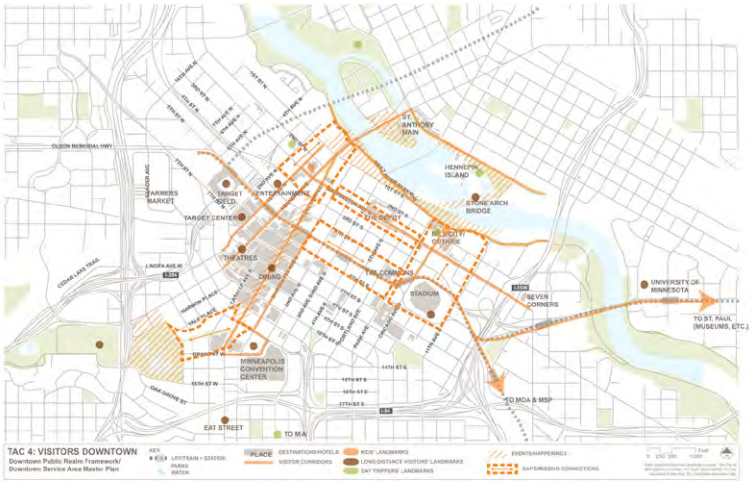
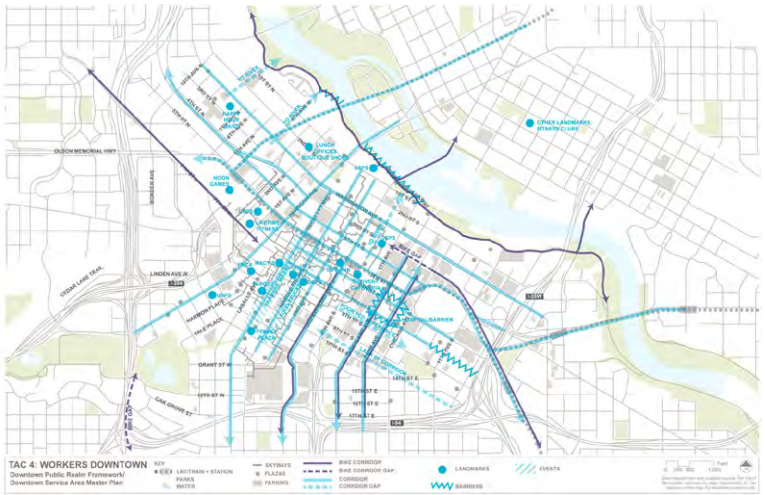


RESIDENTS

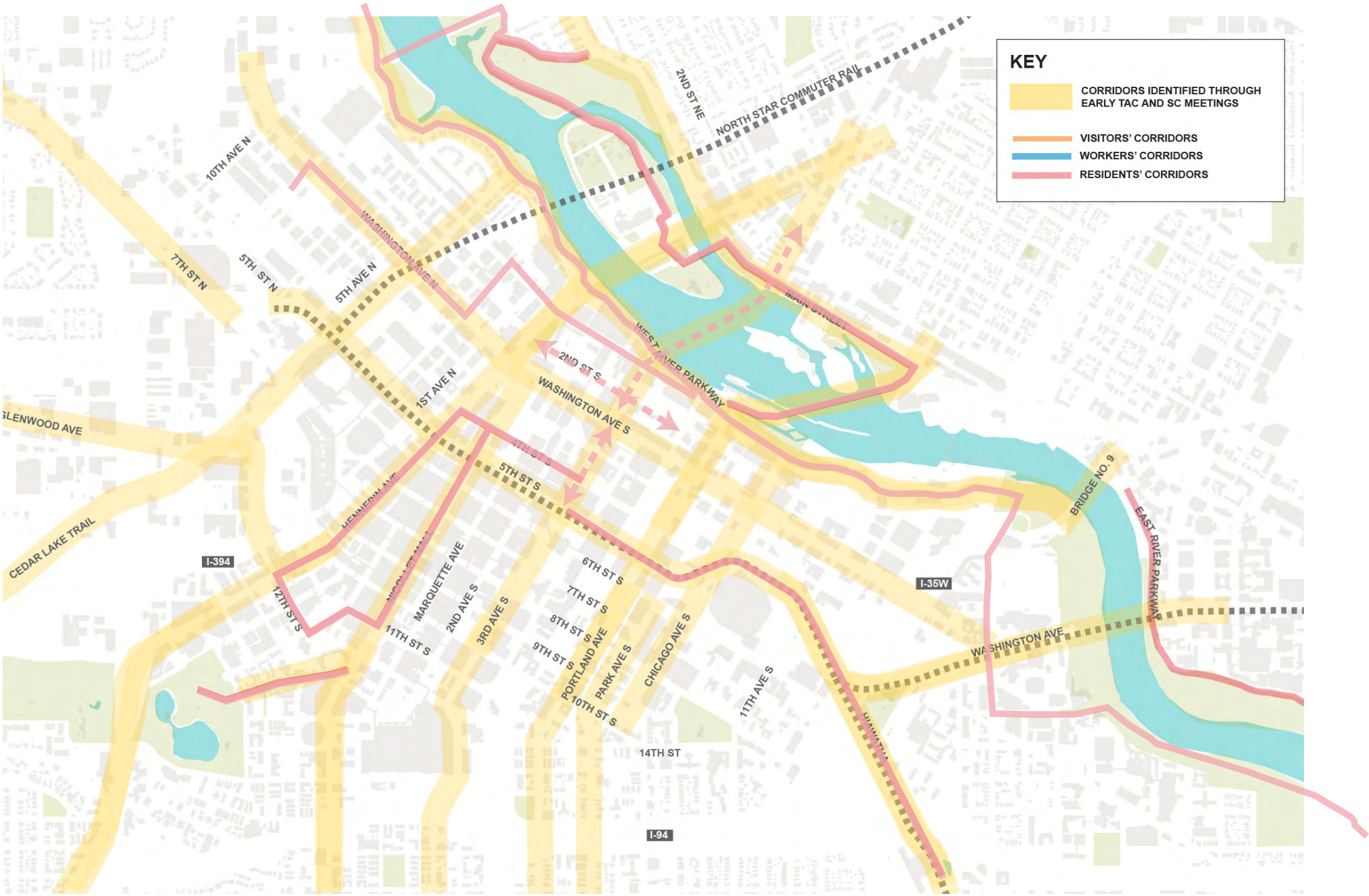


VISITORS

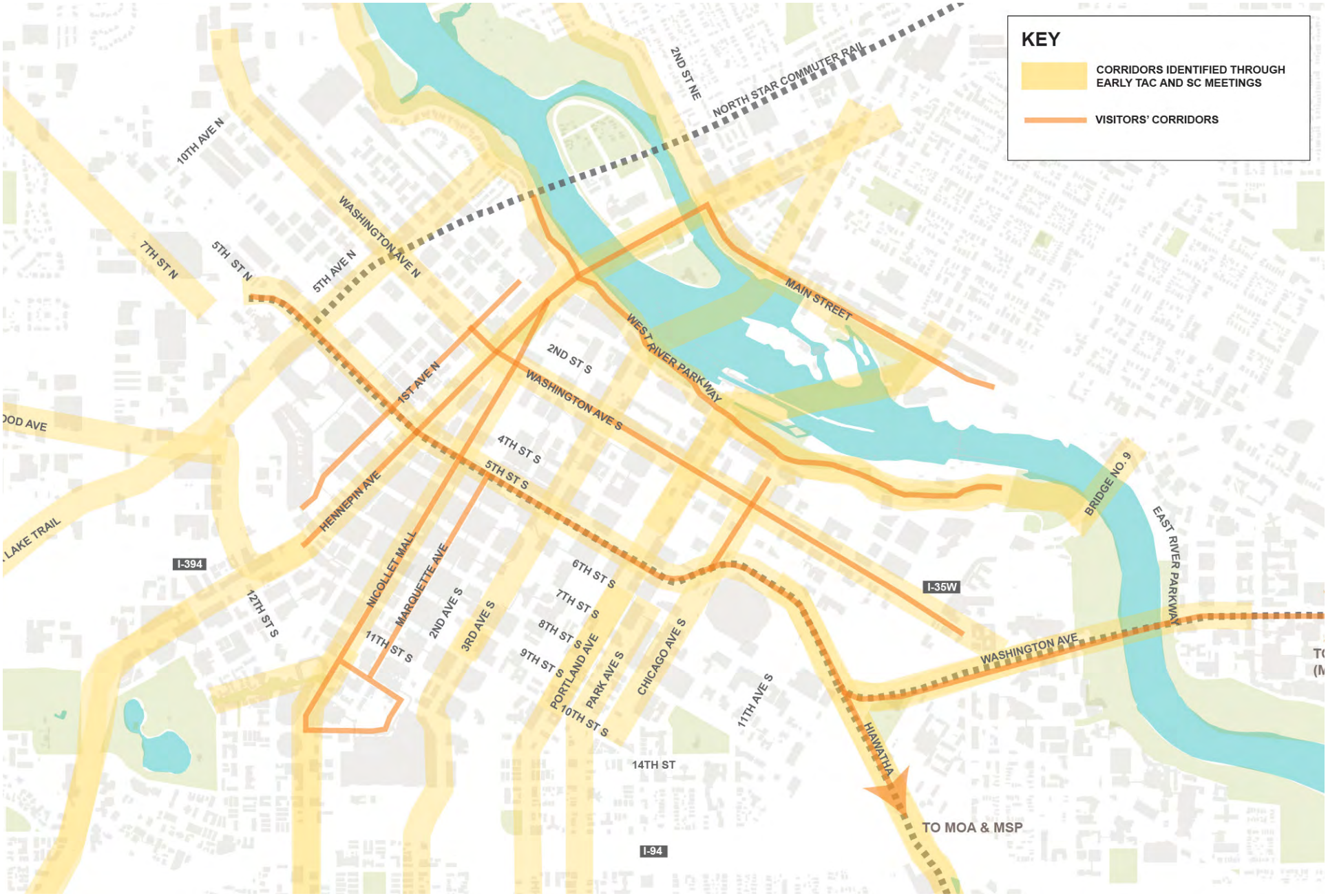


WORKERS

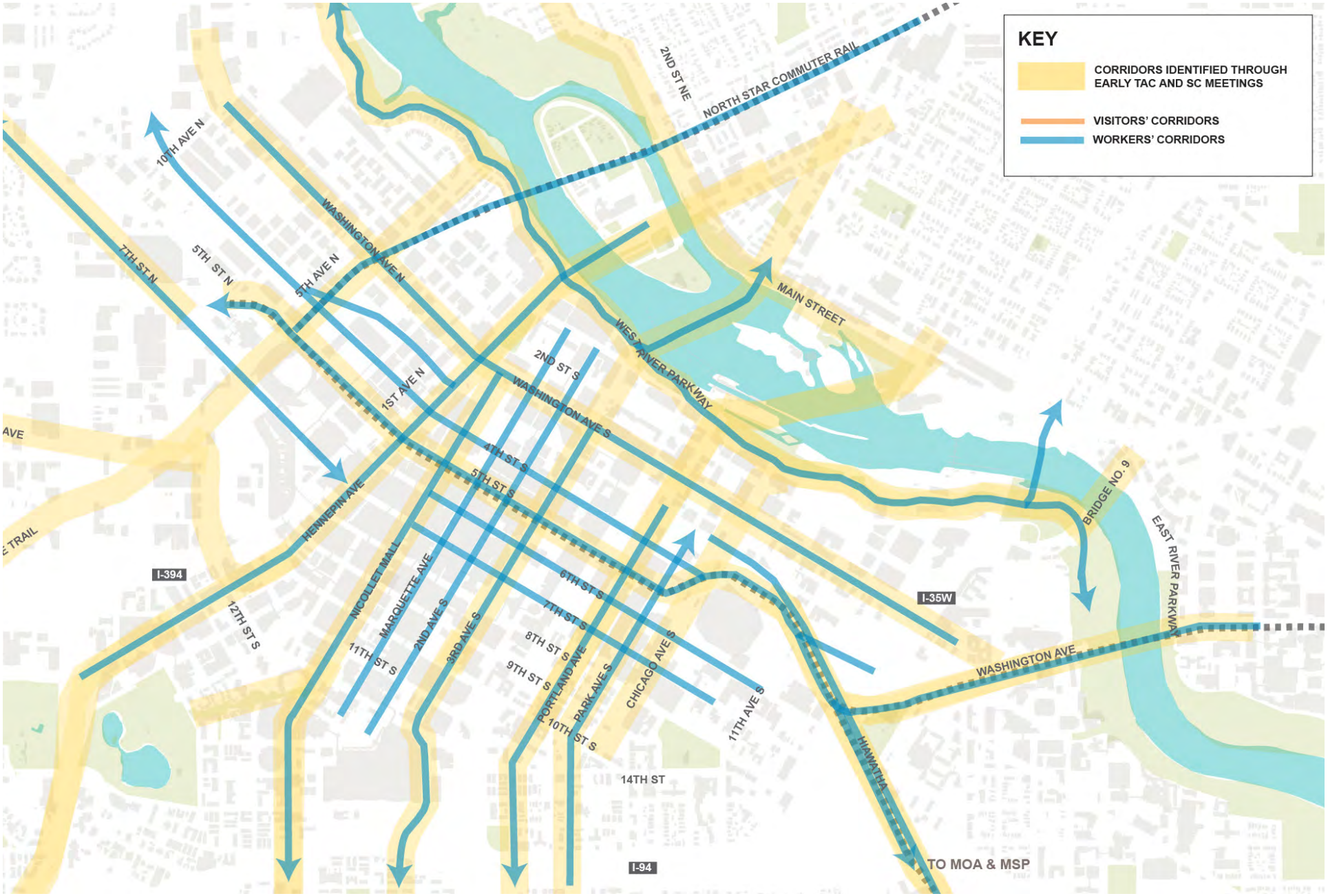
FRAMEWORK PLAN-RESIDENT CORRIDORS



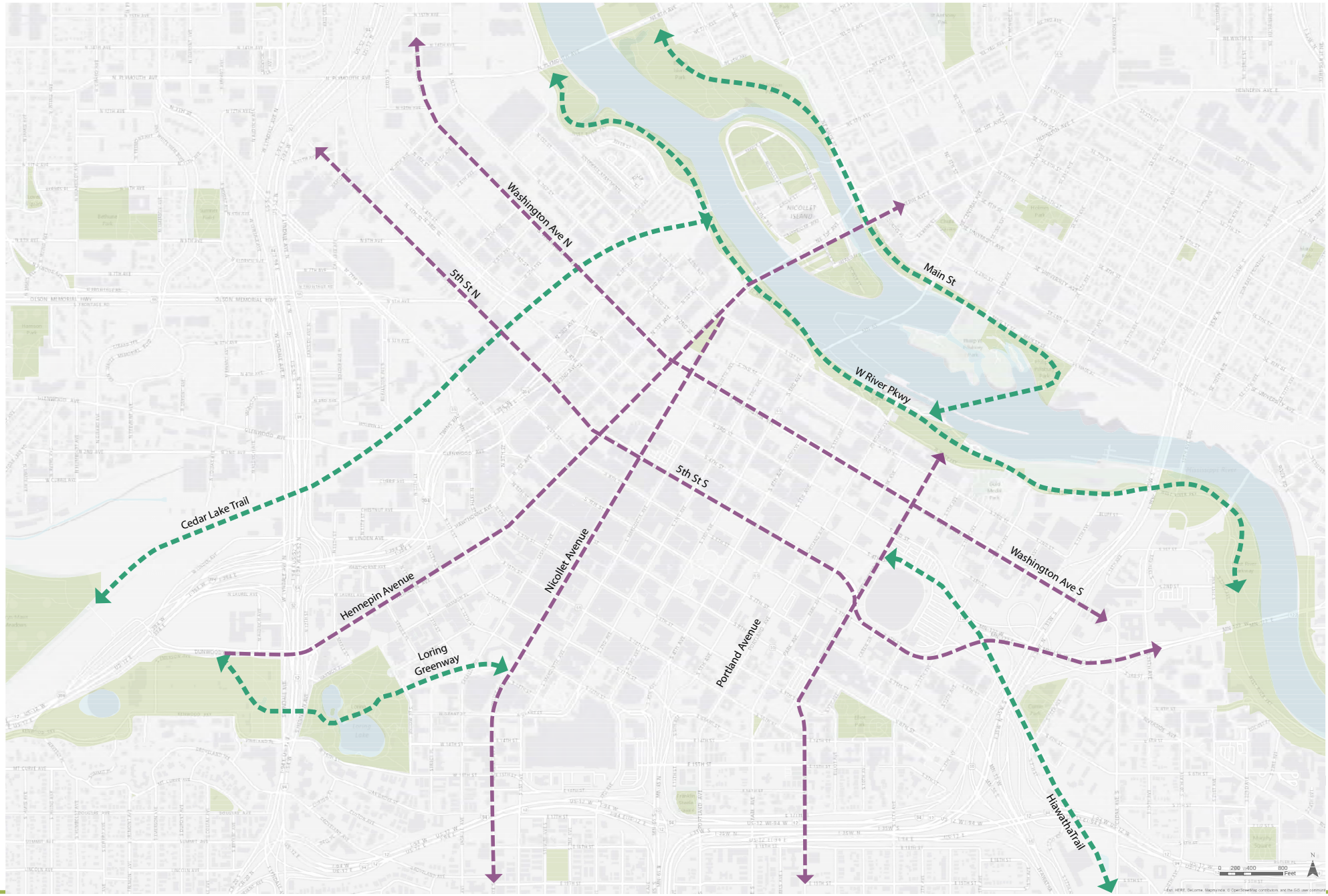
FRAMEWORK PLAN-VISITOR CORRIDORS



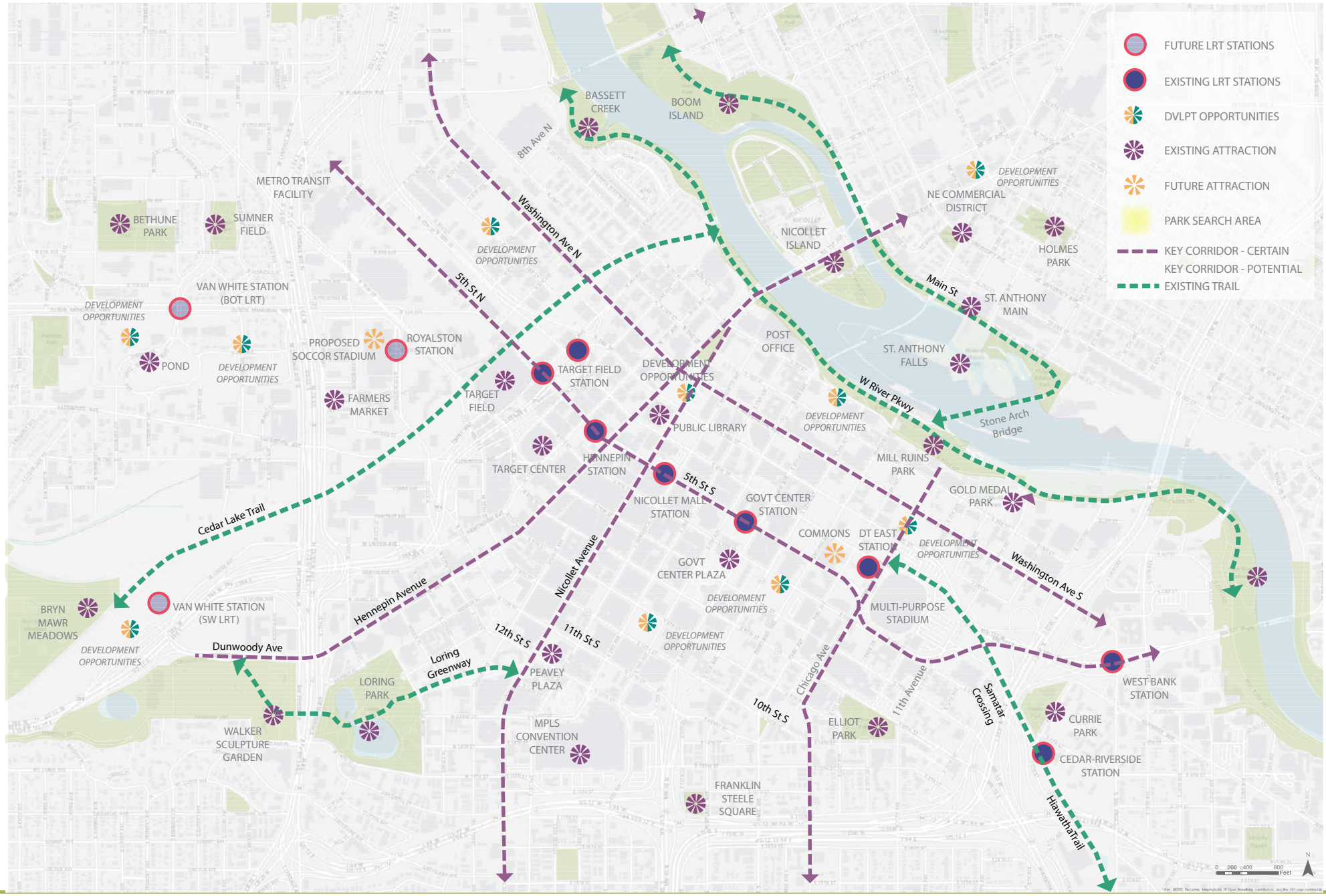
FRAMEWORK PLAN-WORKER CORRIDORS



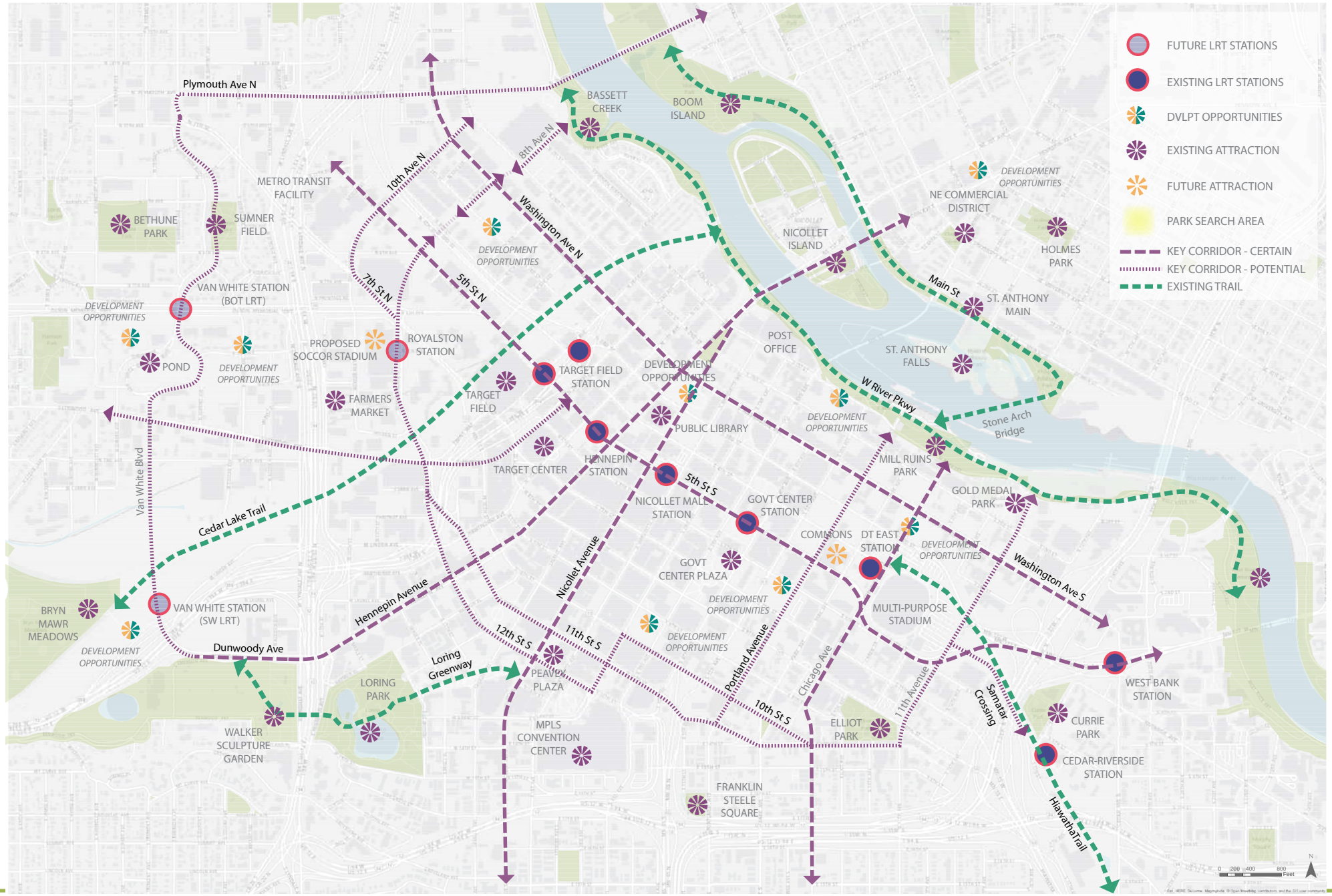
FRAMEWORK PLAN-CONSENSUS PRIORITIES



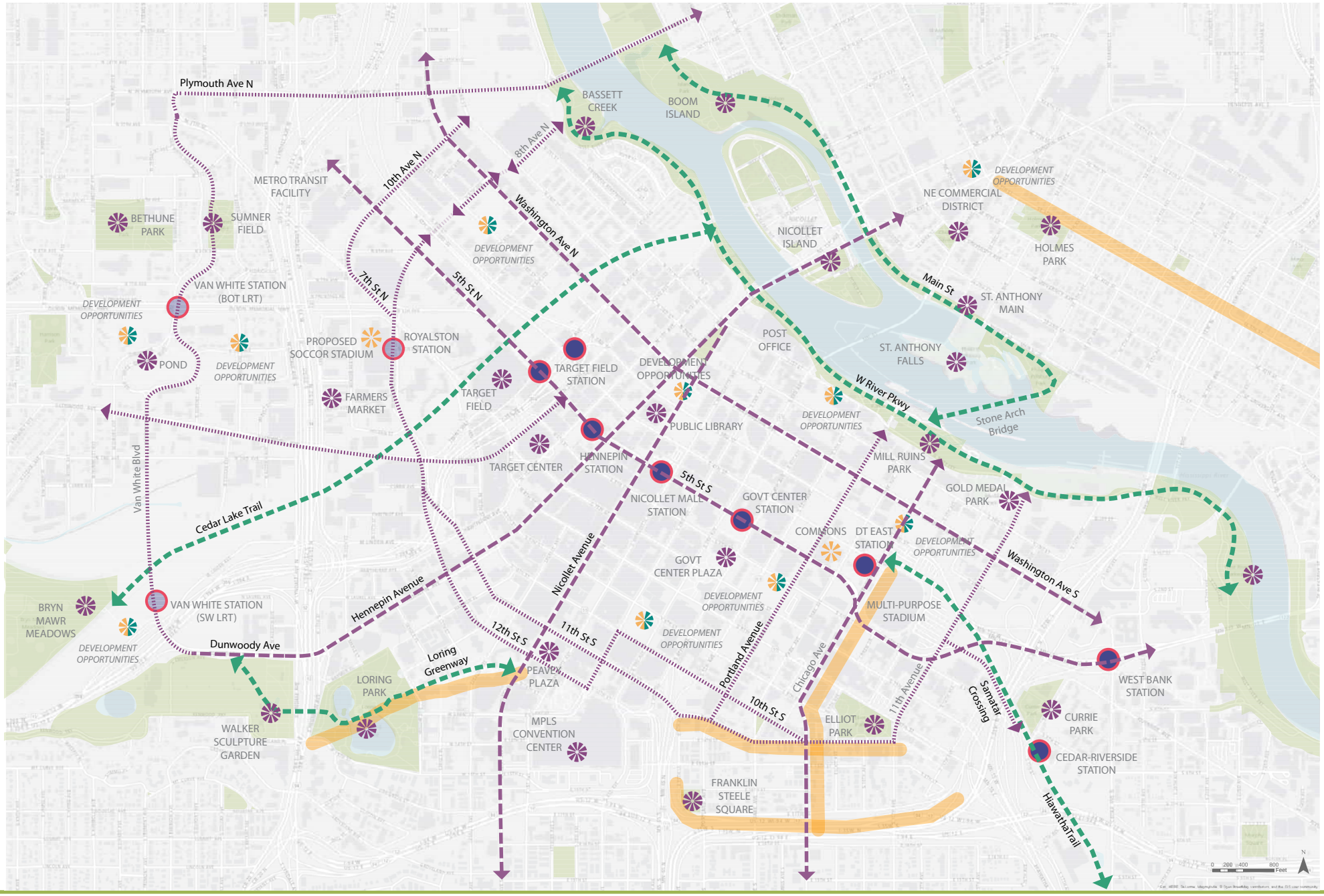
FRAMEWORK PLAN - CONTEXTUAL ELEMENTS



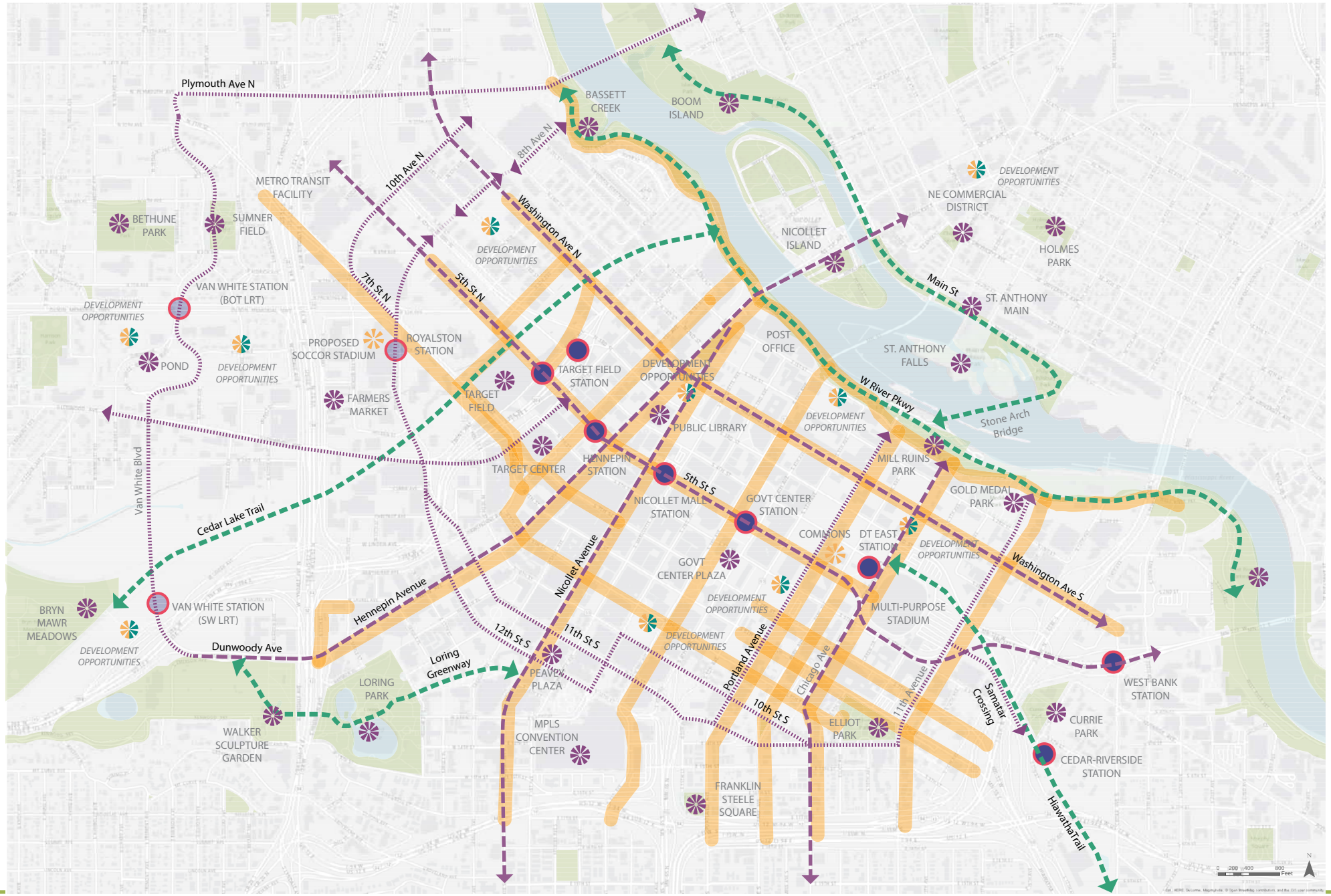
FRAMEWORK PLAN - PROPOSED CONNECTIONS



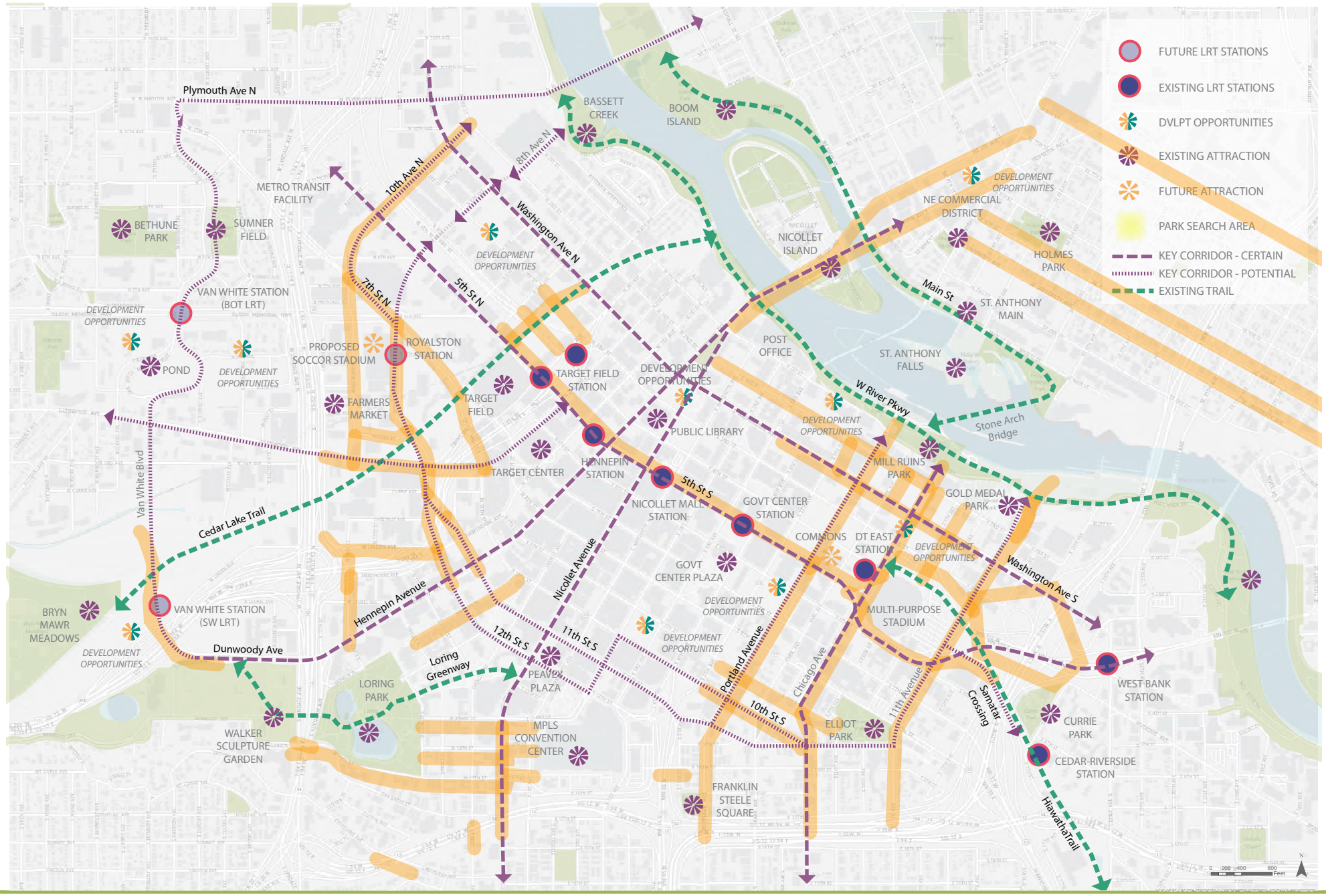
FRAMEWORK PLAN- SMALL AREA PLANS ADOPTED GUIDANCE FOR GREEN STREETS



FRAMEWORK PLAN- SMALL AREA PLANS ADOPTED GUIDANCE FOR CIRCULATION



FRAMEWORK PLAN- SMALL AREA PLANS ADOPTED GUIDANCE FOR CONNECTIVITY



KEY OBSERVATIONS

- We've taken an important step to round out our baseline by analyzing and aggregating all of the adopted Small Area Plan priorities into a unified underlying detailed framework.
- From this tighter network of local priorities, we will begin to surface a higher level major network.
- We've observed that there are pieces missing in the underlying neighborhood level policy. For instance, a lot of work has been done in the grid proper, but more purposeful attention to connectivity is needed on to the north and west, around Royalston and Van White, and to the east, around Cedar Riverside and the West Bank.
- Growth has expanded the sense of where downtown's "edges" are, and the framework should reflect that.

PUBLIC REALM FRAMEWORK

6 POLICY "CHAPTERS"

1. Physical Framework Plan
2. Development Guidelines
3. Enhancement Toolkit
4. Event Programming Guide
5. Integrated Modes Guidelines
6. Implementation Guide

PUBLIC REALM FRAMEWORK

1 - PHYSICAL FRAMEWORK

- **Physical framework** and priorities
- 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

PUBLIC REALM FRAMEWORK

2- DEVELOPMENT GUIDELINES

- Incent or guide character and uses that will **enhance corridor or place identity**
  - Consider contributing potential of development program
  - Consider limitations or contributing potential of density
  - Ensure ease of activation where appropriate
  - Aspire to clarity/availability of resources or technical assistance
- Define **guidelines for development abutting priority public realm elements** and corridors, including consideration of ground floor uses, street wall characteristics, and potential for contribution to streetscape enhancement.

PUBLIC REALM FRAMEWORK

3 - ENHANCEMENT TOOLKIT

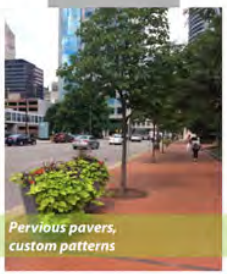
- Identify and recommend **funding, operations, and maintenance tools** that are currently available or could be enabled through policy changes
  - Operating Entities
    - Special Districts
    - Special Purpose Entities
  - Dedicated Revenues
    - Fee for Service
    - Lease or Sublease Revenue
    - Event Revenue
    - Tax Increment or Value Capture
    - Assessment
  - Enabling Strategies
    - Permits
    - Programs (Parklets, Great Streets)
  - Zoning or Regulatory Strategies
    - Overlays
    - Developer Contributions

DEFINING "PATHS & PLACES"

STANDARD VS. ENHANCED STREET

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

STANDARD VS. ENHANCED STREET

STREET ELEMENTS	BIKE RACKS	SURFACES	GREEN INFRASTRUCTURE
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

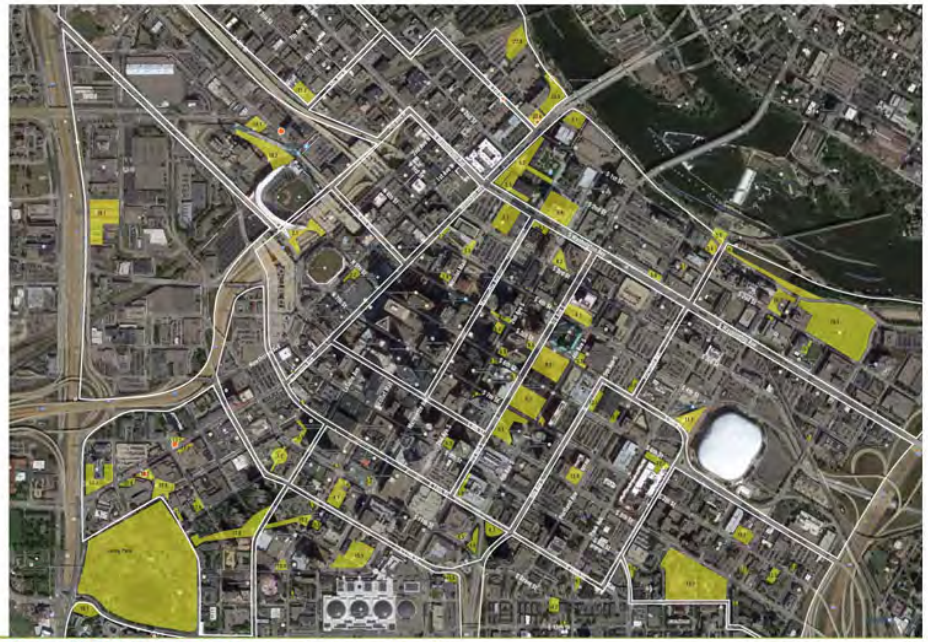
STREET ELEMENTS	STREET TREES /PLANTINGS	TRASH/ RECYCLING	PUBLIC ART
EXISTING	Tree pits or trenches, with mulch and ground-cover plants; 7' min boulevard	Standard DID garbage and recycling bins	artistic grate cover on Nicollet Mall
ENHANCED	Width varies, native plantings, infiltration basins/gardens	'smart'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

PUBLIC REALM FRAMEWORK

4 - EVENT PROGRAMMING GUIDE

- Create an **inventory** of programmable spaces downtown
- Define objectives for partnership on future phases of work to **advance downtown activation**
  - Activation priorities and objectives
  - Easy-to-navigate City processes

PROGRAMMABLE SPACE



PROGRAMMABLE SPACE

Peavey Plaza

1101 Nicollet Mall

Minneapolis, MN 55403

Ownership: Public

Size: ~ 38,000 sq feet

Overview

Peavey Plaza is a public outdoor event space adjacent to Orchestra Hall and Nicollet Mall. The sunken plaza features multiple water fountains, a reflecting pool, and ample step seating around the perimeter of the plaza.

Site Amenities

- Circulation Barriers
- Adjacent Building Boundary
- Seating, bench
- Seating, Chairs
- 12 moveable tables and chairs
- Step Seating
- Lighting
- Garbage Bin
- Recycling
- Water feature, fountain
- Water feature, pool
- Utilities: water
- Utilities: power
- Flag Poles
- Games, chess and jenga
- Handicap Accessibility

PROGRAMMABLE SPACE

Peavey Plaza

06 Water fountain in Southwest corner of site. 07 Close up of fountain. 08 Seating area near water fountain. 09 View into Southeast portion of site. 10 Panorama looking South to West across the sunken pool.

PHYSICAL FRAMEWORK ANALYSIS

PUBLIC REALM FRAMEWORK

5 - INTEGRATED MODES GUIDELINES

- Ultimate goal is to go beyond "multi-modal" to ***integrated*** **modes** downtown
- In this policy document, we will seek to define **wayfinding** **principles** to lay the groundwork for future work with partners, including consideration of:
  - Transit
  - Bikes & Peds
  - Vehicular Modes (Taxi, Car2Go, Shuttles, etc)
  - Priority Physical Framework
  - Skyways
  - Venues/Destinations

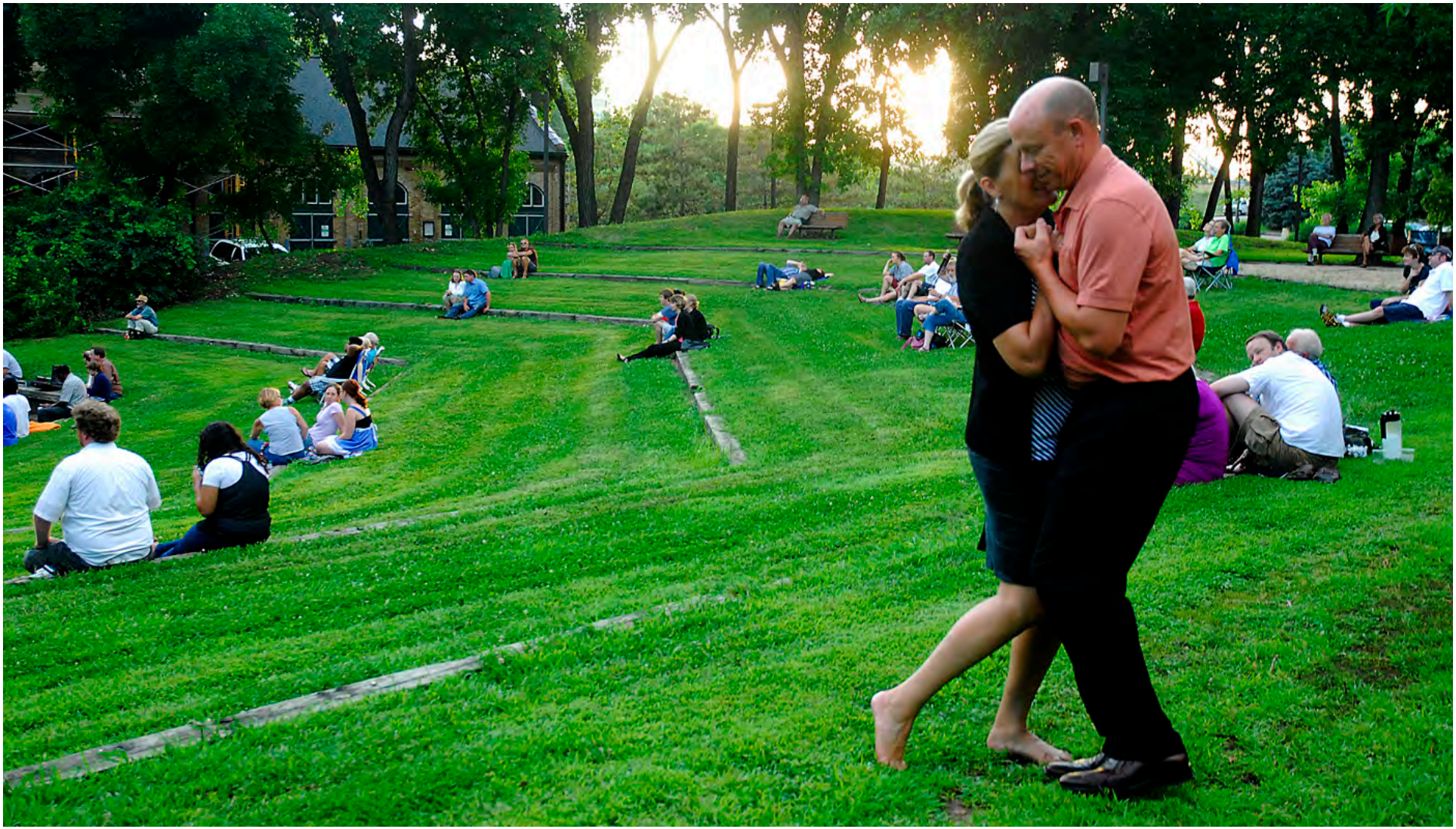
PUBLIC REALM FRAMEWORK

6 - IMPLEMENTATION GUIDE

- **Recommend** roles and responsibilities for public, private, and nonprofit actors
- **Recommend** tool kit for funding, operations and maintenance alternatives and recommendations
- **Recommend** priorities, approach and conceptual timeline

DOWNTOWN SERVICE AREA MASTER PLAN

» Parks and Trails



DOWNTOWN SERVICE AREA MASTER PLAN

» Work to Date

Steering Committee Meeting #1

Robust Community Engagement Plan

Engagement Targets	Population Segments	Category	Existing Organizations	Potential Tools
Downtown Residents	Renters	• Dwellers / neighbors	• Downtown Minneapolis Neighborhood Association • North Loop Neighborhood Association • Citizens for a Loring Park Community • Elliot Park Neighborhood	• Contact list • Focus group • Intercept/Popup workshop • Workshop kit • Speakers bureau • Online questionnaire • Social media campaign
	Owners	• Dwellers / neighbors	• Downtown Minneapolis Neighborhood Association • North Loop Neighborhood Association • Citizens for a Loring Park Community • Elliot Park Neighborhood	
	Homeless/Human Services Clients	• Dwellers / neighbors	• St. Stephens • Sharing & Caring Hands • StreetWorks Project • Youthlink/Youth Opportunity Center	• Use service providers to reach this population or serve as a proxy. • Stakeholder interviews • Focus group • Intercept/Popup meeting
Downtown Business Community	Service Industry	• Dwellers / neighbors • Investors		• Contact list • Stakeholder interviews • Focus group • Online questionnaire • Social media campaign • Public information updates • Intercept/Popup meeting
	Professionals	• Dwellers / neighbors • Investors		
	Corporations	• Investors	• Downtown Council	
	Small business owners	• Investors	• Twin Town Pedicabs • Minneapolis Bike	

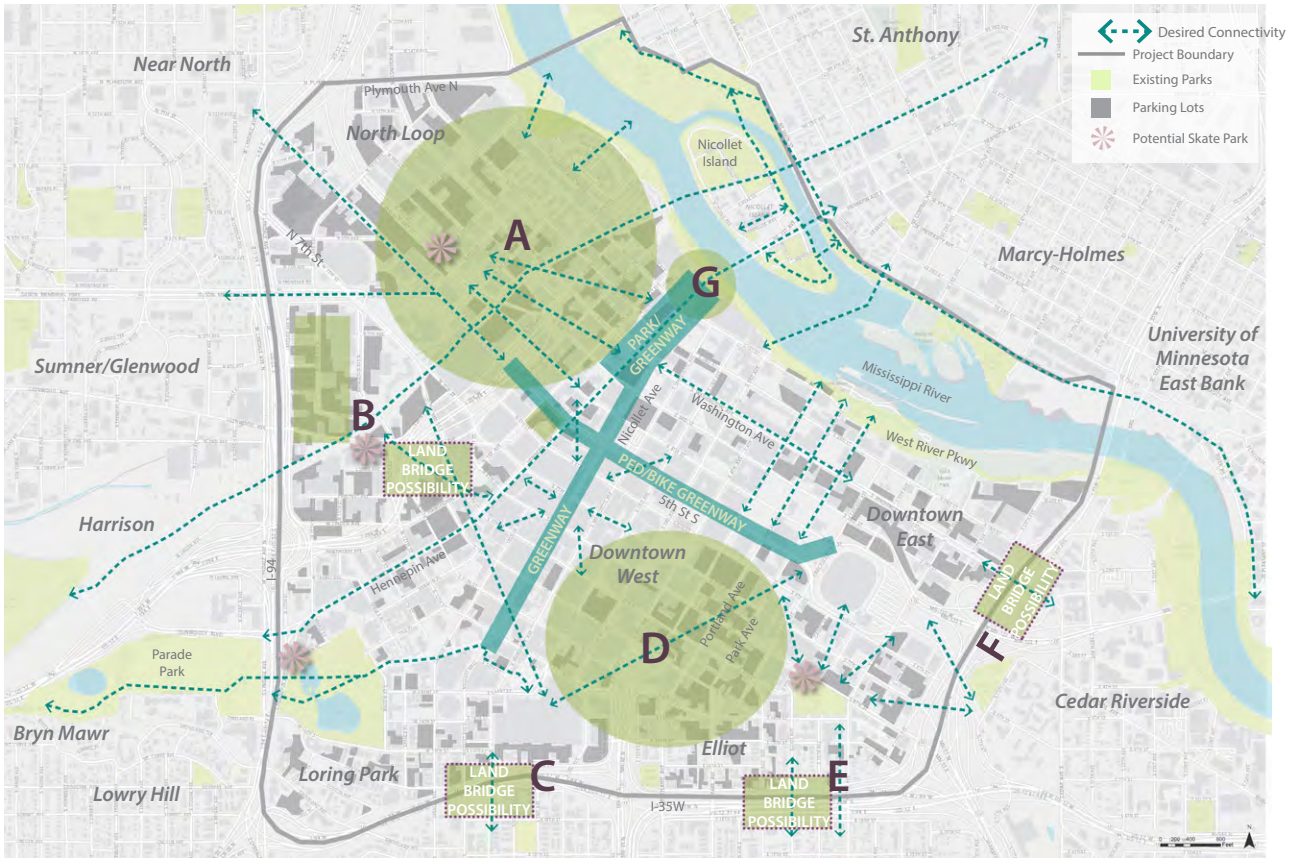
DRAFT

DOWNTOWN SERVICE AREA MASTER PLAN

» Work to Date

Steering Committee Meeting #2

Search Area Map



DOWNTOWN SERVICE AREA MASTER PLAN

» Work to Date

Steering Committee Meeting #3

Existing and Future Activity Matrices

SUMMARY OF ACTIVITIES AT FUTURE PARKS

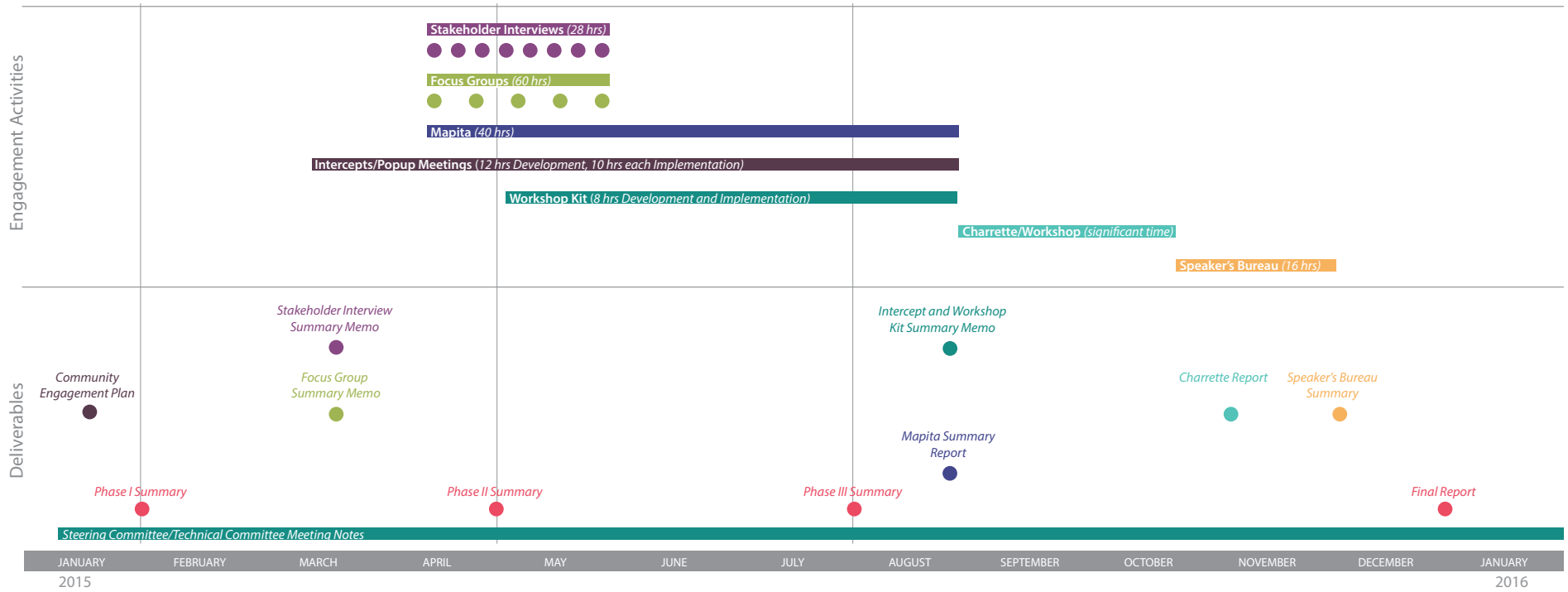
	Elliot Park	Franklin Steele Sq	Gateway Park	Loring Park	Park Avenue Triangle	Search Area A	Search Area B	Search Area C	Search Area D	Search Area E	Search Area F	Loring Greenway	Gold Medal Park (NPS)	Gateway Play Area & Dog Park	Water Power Park*	West River Parkway (Downtown portions)*	Bassett Creek*	4th Avenue Playground*	First Bridge Park*	Mill Ruins Park*	B.F. Nelson Park*	Boom Island Park*	Father Hennepin Bluffs/ Hennepin Island*	Main Street*	Nicollet Island*	Walker 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																													
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

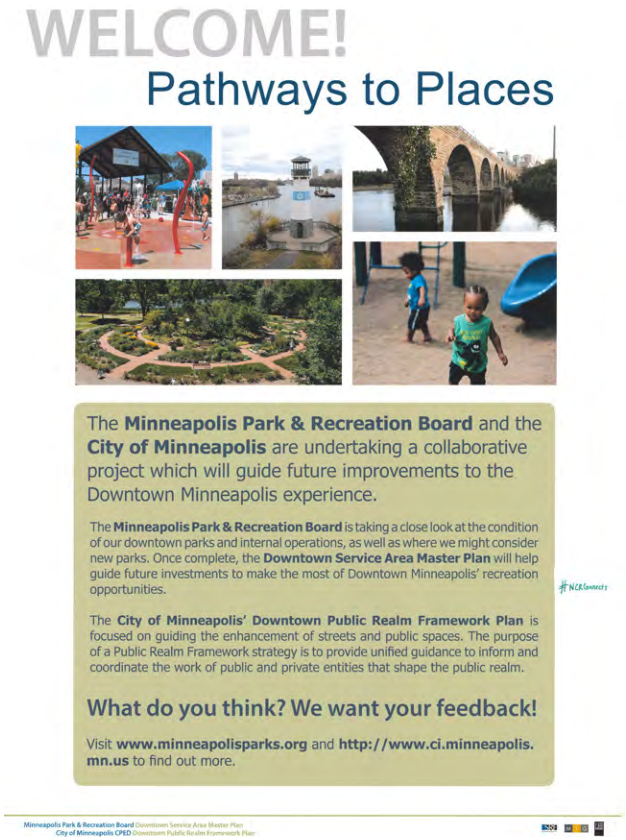
DOWNTOWN SERVICE AREA MASTER PLAN

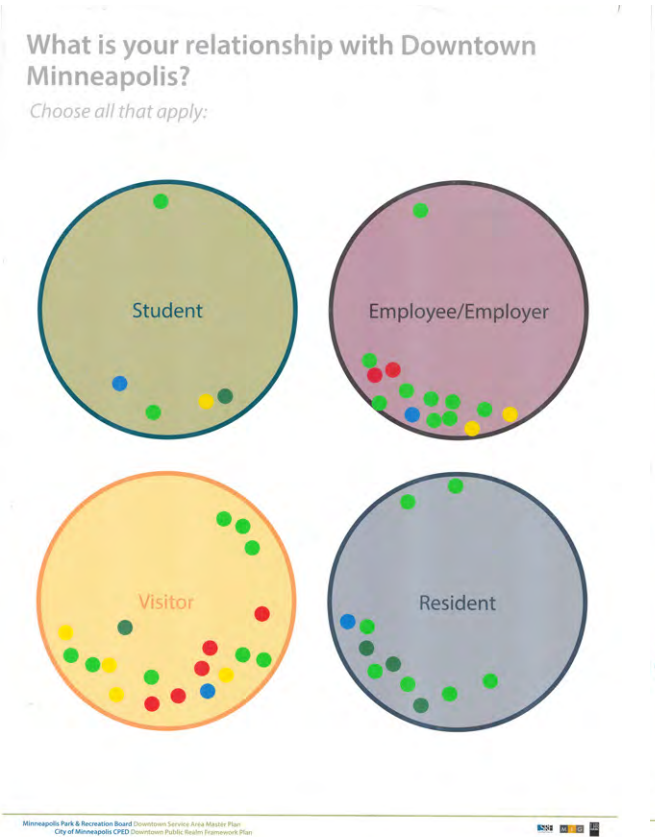
» Looking Forward

- Timeline for meeting with communities on individual park planning
- Next meeting focus: vision and goals for neighborhood park master planning



COMMUNITY ENGAGEMENT PROCESS





COMMUNITY ENGAGEMENT

Downtown Public Realm Framework

» Technical Committees

Intent

The Technical Committees will focus on answering specific questions related to implementation. These committees will dig into the details of policy, practices and implementation that are being explored by the project team.

Development Guidelines

- Explore a range of issues including ground floor uses, street wall character and right-of-way improvements

Physical Framework

- Examine and prioritize near, mid and long term opportunities

Enhancement Tool Kit

- Explore funding, operations and maintenance tools and evaluate feasibility for Minneapolis

COMMUNITY ENGAGEMENT PROCESS

Downtown Public Realm Framework

» Focus group and stakeholder interviews

Business/Worker

- Want the public realm to feel inviting.
- Would like a more connected public realm from the core to Downtown East and the North Loop
- Improve wayfinding and flow, improve connection to river and other destinations
- Improve safety through:
- Active programming
- Wider sidewalks
- Improved lighting
- How can the existing, functionally obsolete real estate still remain relevant in the core without losing tenants to other parts of Downtown
- Improve 5th St. and the perception of safety

Tourism/Visitor

- Want the public realm to feel friendly and accessible and inviting
- Downtown Experience Committee would like Downtown to be a "cool place" with many transportation choices, activation and identified districts
- Improve wayfinding
- Create a "consistently compelling Downtown experience"
- Leverage the creative sector to make the public realm more visible
- Have more visibility

COMMUNITY ENGAGEMENT PROCESS

Downtown Public Realm Framework

» Focus group and stakeholder interviews

Resident

- Maintain neighborhood identity while being a connected Downtown
- What is an authentic Downtown? How do we maintain without looking like other cities?
- Leverage our unique identity, we have a strong and vibrant creative sector
- Let's create moments in the public realm where we can stop and feel a sense of place.
- Create more opportunities for social interaction
- "We aren't driving out of the city to experience nature, we have it right here! Downtown along the river."

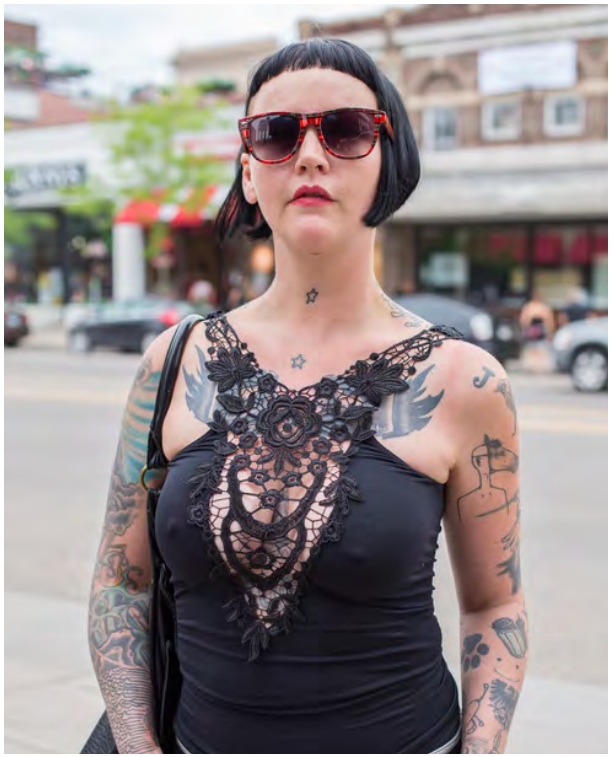
Developers

- Consistent set of rules for all developers
- Guidelines for what to put in ROW
- Clarity on enforcement and implementation
- Incentives for investments
- Elevate public realm priorities to an actionable level

COMMUNITY ENGAGEMENT PROCESS

Downtown Public Realm Framework

» Artist Engagement



Stephanie Glaros, collecting stories through video, photographs and audio.

COMMUNITY ENGAGEMENT PROCESS

Downtown Public Realm Framework

» Upcoming Engagement

- Mill City Farmer's Market on August 1st with DMNA
- Convention Center and Niko Kubota on Mini_ polis (Winner of Creative City Challenge) at building workshop on June 6th at the Convention Center
- Open Streets on August 23rd Downtown
- Pending June/July meetings with various Downtown neighborhood organizations
- Focus Meetings with Stakeholders and Policymakers
- Mpls. Advisory Committee on People with Disabilities May 20th
- Pedestrian Advisory Committee June 3
- Bicycle Advisory Committee June 16
- DID 2025 Homelessness Committee June 22
- Senior Citizen Advisory Committee July 9

COMMUNITY ENGAGEMENT PROCESS

Downtown Public Realm Framework

» NEXT STEPS

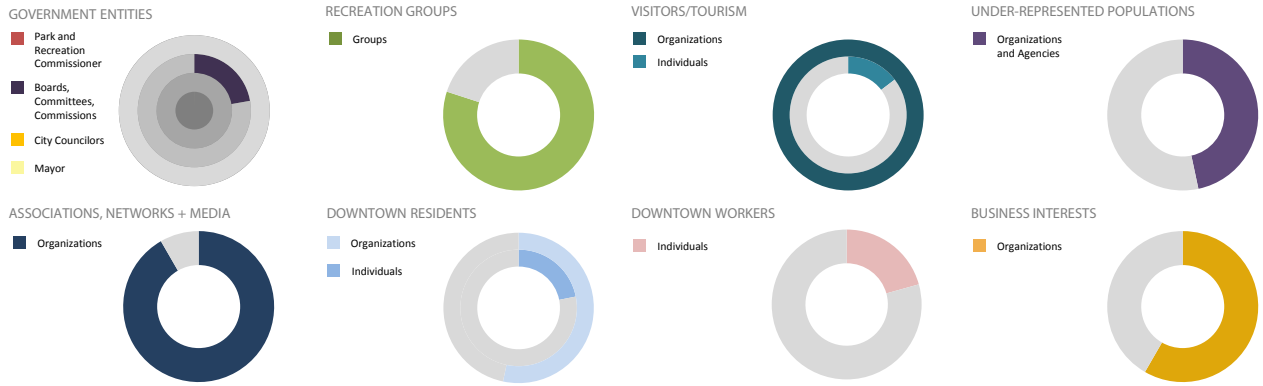
- Through ongoing engagement, define the next iteration of the **Physical Framework**
- Define and depict draft **Development Guidelines**
- Conduct outreach on **Enhancement Toolkit**
- Continue to engage jointly with the Park Board on qualitative and system goals

COMMUNITY ENGAGEMENT PROCESS

Downtown Service Area Master Plan

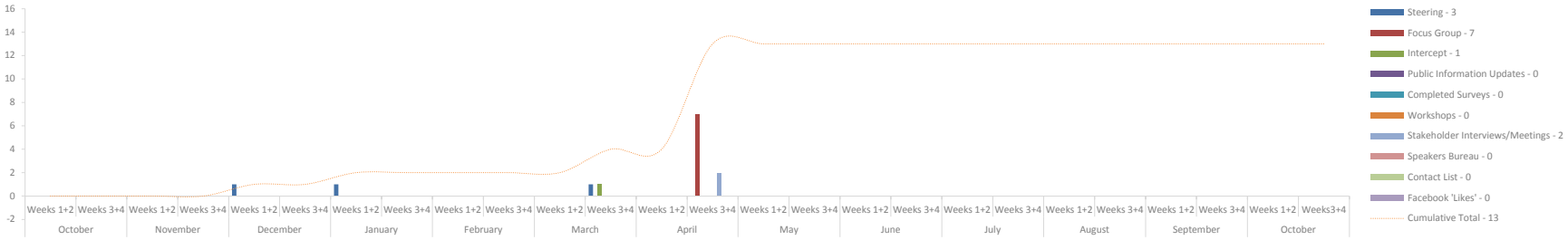
» Dashboard

TARGET AUDIENCES AND ORGANIZATIONS

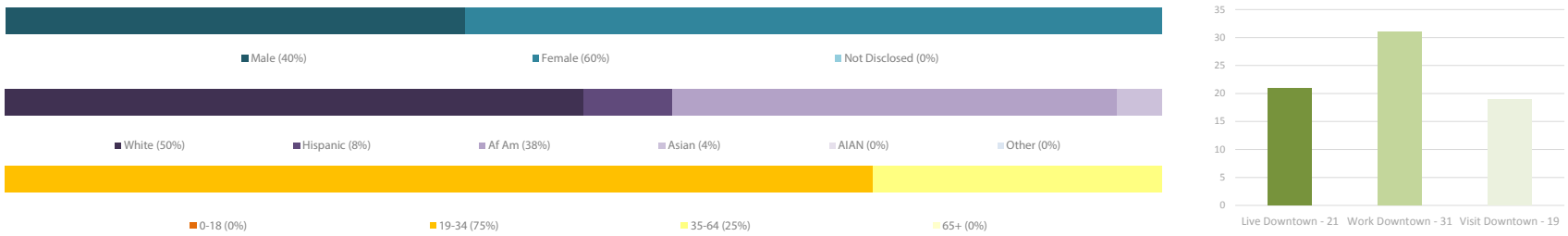


Government Entities: includes formal meetings, conversations or presentations with elected officials, boards, committees and commissions. Minimum target is all 9 Park and Recreation Board commissioners, 13 city councilors, the mayor and at least 9 boards, committees, and commissions.
Recreation Groups: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



COMMUNITY ENGAGEMENT PROCESS

Downtown Service Area Master Plan

» Focus groups and stakeholder interviews

- Overall awareness of the project is still quite low
- There is a lot of desire for more/ enhanced public spaces and parks in downtown
- If a sense of community and ownership emerges around places that are open to the homeless, then they will self-regulate/police more
- Public restrooms are very limited across downtown
- Small spaces serving specific needs (dogs, kids, etc.) can help fill needs where larger spaces can't be located
- The skyways are both an important part of winter life downtown and a detriment to street life in the summer
- Downtown businesses/property owners are interested in more places for people outdoors downtown but desire a degree of control over who can use them
- Recreation can be much broader

COMMUNITY ENGAGEMENT PROCESS

Downtown Service Area Master Plan

» Focus groups and stakeholder interviews

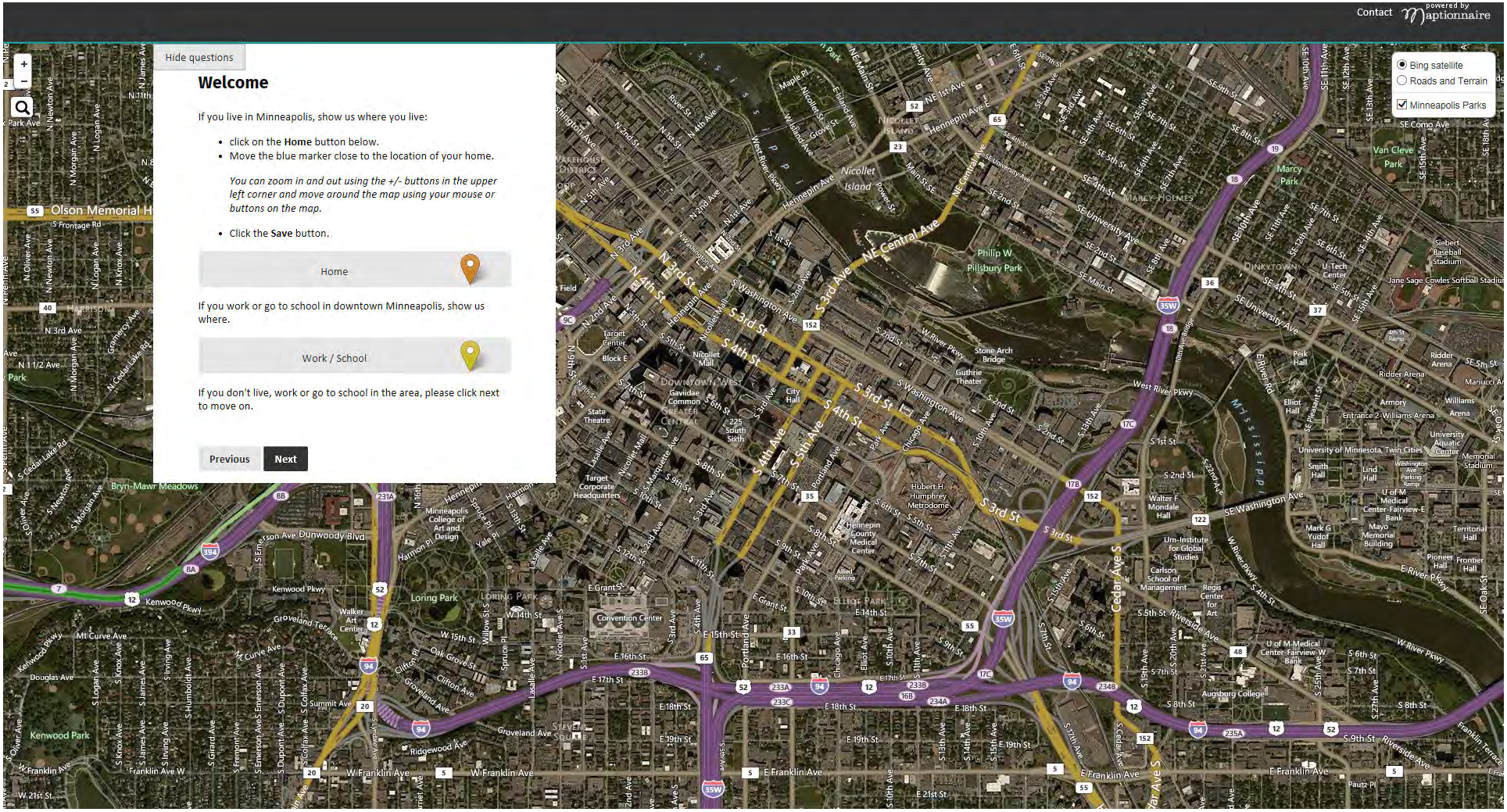
than sports, running, etc. Sometimes it is just sitting and enjoying a space.

- Arts and events are a great draw to downtown, and can be a inconvenience to those living downtown
- Downtown is a critical hub for everyone using transit to get around (particularly youth, the disabled community, the poor) needs to work for getting through town as well as stopping and enjoying.
- Parks should be designed to feel more integrated with the surrounding community.
- A variety of types of seating—and more seating in general—is needed in downtown parks.
- Gathering spaces, and the rules for their use, should be designed to better suit the needs of the diverse community.
- Parks should celebrate their ecological and historical context.
- More opportunities for families to play are needed downtown.
- Parks and all public spaces designed to serve the most vulnerable in our population also better serve the entire community.

COMMUNITY ENGAGEMENT PROCESS

Downtown Service Area Master Plan

» Mapita



COMMUNITY ENGAGEMENT PROCESS

Downtown Service Area Master Plan

» Engagement toolkit

1. Interview a stakeholder one-on-one
2. Host a small group discussion or facilitate a discussion at an existing meeting
3. Deliver an introductory presentation at an existing meeting
4. Run an intercept event/pop-up opportunity at a downtown place or event

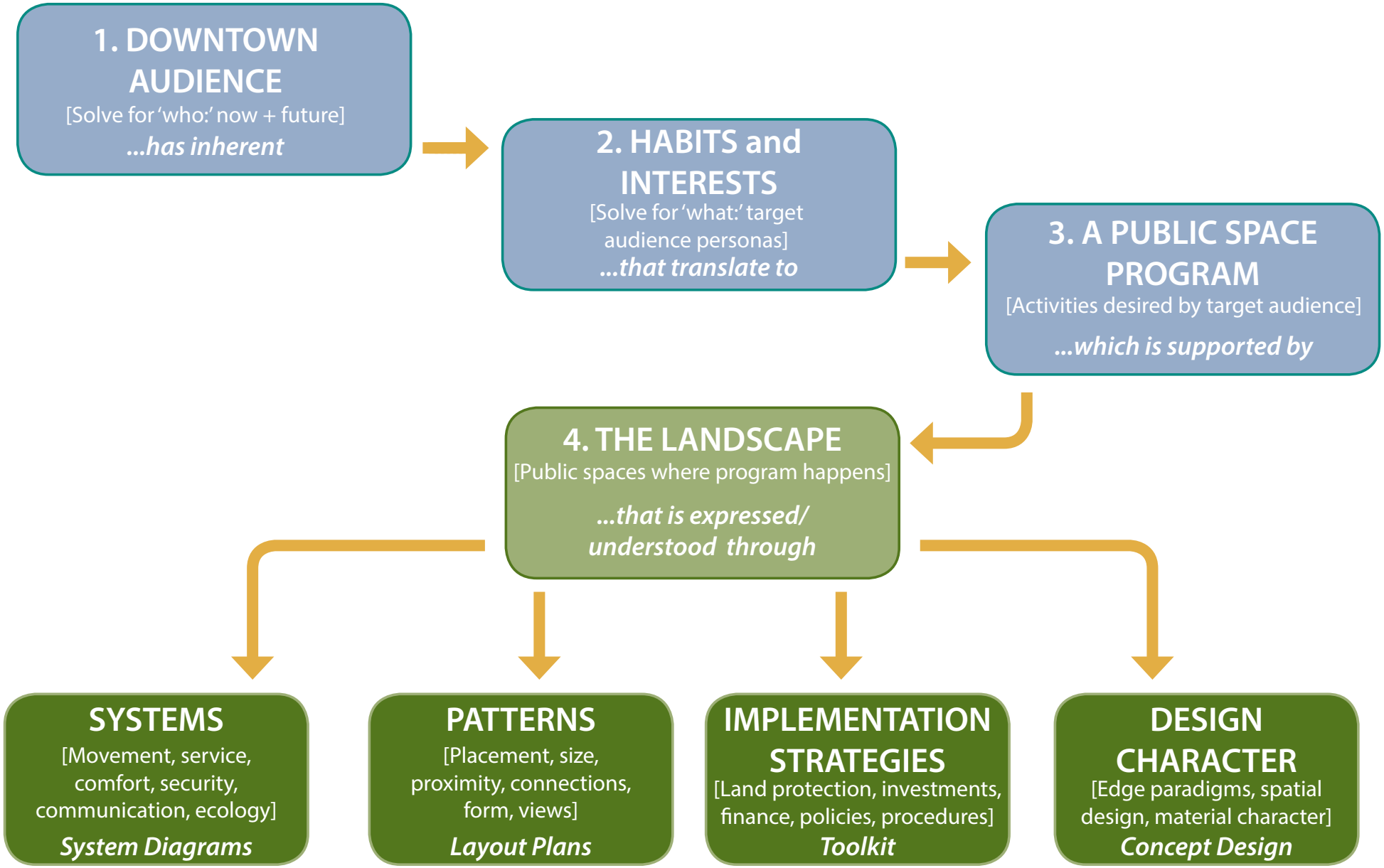
COMMUNITY ENGAGEMENT PROCESS

Downtown Service Area Master Plan

» Calendar of events

Date	Time	Location	Outreach Event
EVENTS			
Wednesday, June 03, 2015	7 pm, 8 pm	Marin Restaurant and Bar	Intersections: Made Here (Hennepin Theatre Trust launch event)
Wednesday, June 03, 2015	6 pm-7:30 pm	Coalition Office #204 1428 Washington Ave S	Downtown Bikeways Task Force Monthly Meeting
June 6 - June 7, 2015			Docomomo US MN: Modernism on the Prairie national symposium
Saturday, June 13, 2015	9 pm-5:26 am	varies downtown	Northern Spark all-night festival
Saturday, June 13, 2015	10 am-6 pm	Minneapolis Convention Center	Minnesota Pet Expo
June 13-October 14, 2015		Minneapolis Convention Center Plaza	mini_polis installation (Creative City Challenge winner)
Sunday, June 14, 2015	2 pm-4:30 pm	Doty Board Room, Central Library	Pride: Telling Queer History
Wednesday, June 17, 2015	4 pm-6:30 pm	City Hall Room 132	MACOPD Monthly Meeting
Sat June 20-Sun Jun 21, 2016		Central Riverfront Regional Park	Stone Arch Festival of the Arts
Wednesday, June 24, 2015	7 pm-9 pm	Pohlad Hall, Central Library	Pride: Queer Voices
Saturday, June 27, 2015	11:00 AM	Children's Library, Central Library	Stories Together: Pride
Saturday, June 27, 2015		Loring Park	Twin Cities Pride Festival
Sunday, June 28, 2015		Loring Park	Twin Cities Pride Festival and Rainbow Run 5K
Wednesday, July 01, 2015	6 pm-7:30 pm	Coalition Office #204 1428 Washington Ave S	Downtown Bikeways Task Force Monthly Meeting
Saturday, July 04, 2015	varies	Central Riverfront Regional Park	Mpls Red, White and Boom movie, concert, Hot Dam 5K, 1/2 marathon, festival
Wednesday, July 15, 2015	4 pm-6:30 pm	City Hall Room 132	MACOPD Monthly Meeting
Saturday, July 25, 2015	9am-8 pm	Minneapolis	Salvation Army's 10th annual MOST Amazing Race
Saturday, July 25, 2015	10pm	Central Riverfront Regional Park	Aquatennial Fireworks
Tuesday, August 04, 2015	varies	varies	National Night Out
Wednesday, August 05, 2015	6 pm-7:30 pm	Coalition Office #204 1428 Washington Ave S	Downtown Bikeways Task Force Monthly Meeting
Wednesday, August 19, 2015	4 pm-6:30 pm	City Hall Room 132	MACOPD Monthly Meeting
Sunday, August 23, 2015		North Loop	Open Streets: Downtown Minneapolis
September, date tbd		Walker Art Center	Parks & Health: Next Generation of Parks Lecture Series
Wednesday, September 02, 2015	6 pm-7:30 pm	Coalition Office #204 1428 Washington Ave S	Downtown Bikeways Task Force Monthly Meeting
Saturday, September 12, 2015		Central Riverfront Regional Park	Mill City Suds Run
Wednesday, September 16, 2015	4 pm-6:30 pm	City Hall Room 132	MACOPD Monthly Meeting
Sunday, September 20, 2015	8:00 AM	Starts Boom Island, varies	Minneapolis Bike Tour
September ?, 2015		Starts Boom Island, varies	Special Olymics 5K
Sunday, September 27, 2015	5 pm-6 am	41 N 12th St. YouthLink	Night of Hope: Executive Sleep Out
October ?, 2015		Starts Boom Island, varies	Historic Riverfront 5K Run Walk
Wednesday, October 21, 2015	4 pm-6:30 pm	City Hall Room 132	MACOPD Monthly Meeting
Wednesday, November 04, 2015	11:30 am-1:30 pm	Minneapolis Convention Center	Its Time to Talk: Forums on Race
Thursday, Nov 19, 2015			Native American Family Involvement Day
recurring	varies	St. Stephens Human Services	meal services
recurring	9:30am	Mpls DT Library	Baby Storytime
recurring		Sculpture Garden	Artist Designed Mini Golf
recurring	varies	varies	Art in the Park
recurring			Preserve Minneapolis walking tours
recurring	varies	varies	MPRB summer events mobile unit (at various community events city-wide)
recurring	varies	varies	Movies and Music in the Parks
recurring	varies	Mpls DT Library	Conversation Circles
recurring	varies	Mpls DT Library	MacPhail Center for Music: Sing, Play, Learn! Children's sing-alongs
recurring in June	4:30-5:30pm	Mpls DT Library	Library Lab for Teens: You Never Know
recurring - Tuesdays	10 am-6 pm	IDS Center Crystal Court	Farmer's Market
recurring - 3rd Wednesday of month	5:00 PM	City Hall	Minneapolis Arts Commission Monthly Meetings
recurring - Thursdays	9:30am	Cancer Survivor's Park	Stories in the Park
recurring - Thursdays	6 am-6:30 pm	on Hennepin between 5th and 10th streets	Nicollet Mall Farmers Market on Hennepin
recurring - Thursday evenings		Loring Park	Horseshoe Club
recurring - Thursday nights	5 pm-9 pm	Walker Art Center	Target Free Thursday Nights
recurring - last Fri of month	6-8pm	1250 W Broadway Ave	Somali Parent Advisory Council (SPAC)
recurring - 1st Saturday of month	10 am-3 pm	Walker Art Center	Free First Saturdays
recurring - Saturdays	8 am-1 pm	Mill City Museum	Mill City Farmer's Market
recurring - Sundays	2:30 pm-4:30 pm	2727 Central Ave. Salvation Army	Laotian worship
recurring - Sundays	9:30 am-10:30 am	2728 Central Ave. Salvation Army	Adult Sunday School- in English, Spanish, Laotian
date?			Garden Kick off Brunch
date?		Loring Park Community	Winterfest
date?		Central Riverfront Regio	Minneapolis Marathon
date?		Father Hennepin bluffs	Indigenous Movies and Music in the Park
NEIGHBORHOOD/INTEREST GROUP MEETINGS			
recurring - first Thursday			Downtown Minneapolis Neighborhood Association (first Thursday)
recurring - last Wednesday			North Loop Neighborhood Association (Last Wednesday)
recurring - second Monday			Citizens for a Loring Park Community (second Monday)
recurring - third Tuesday			Stevens Square Community Organization (3rd Tuesday)
recurring - 2nd Wednesday			Ventura Village (2nd Wednesday)

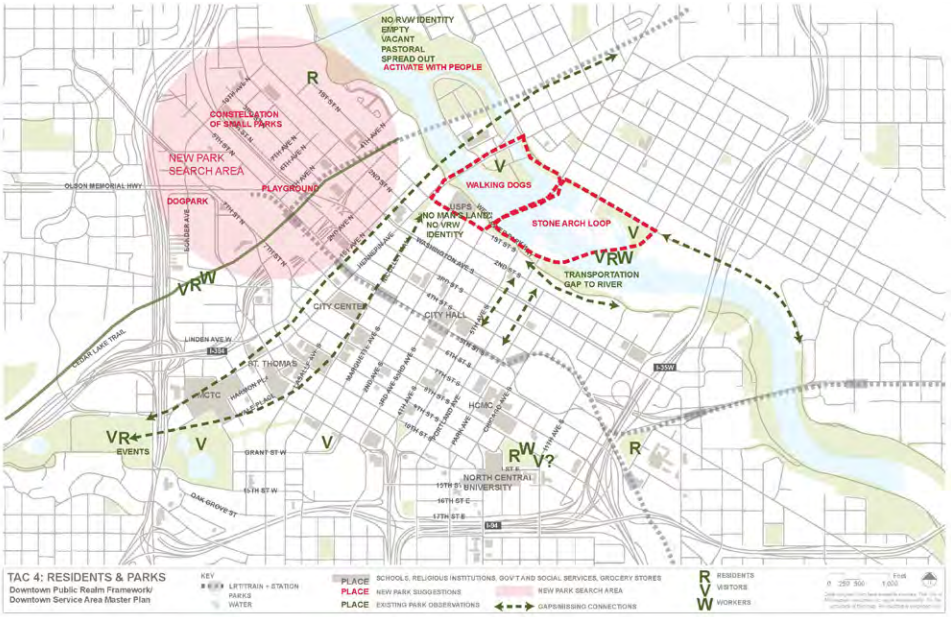
PROJECT APPROACH STRUCTURE

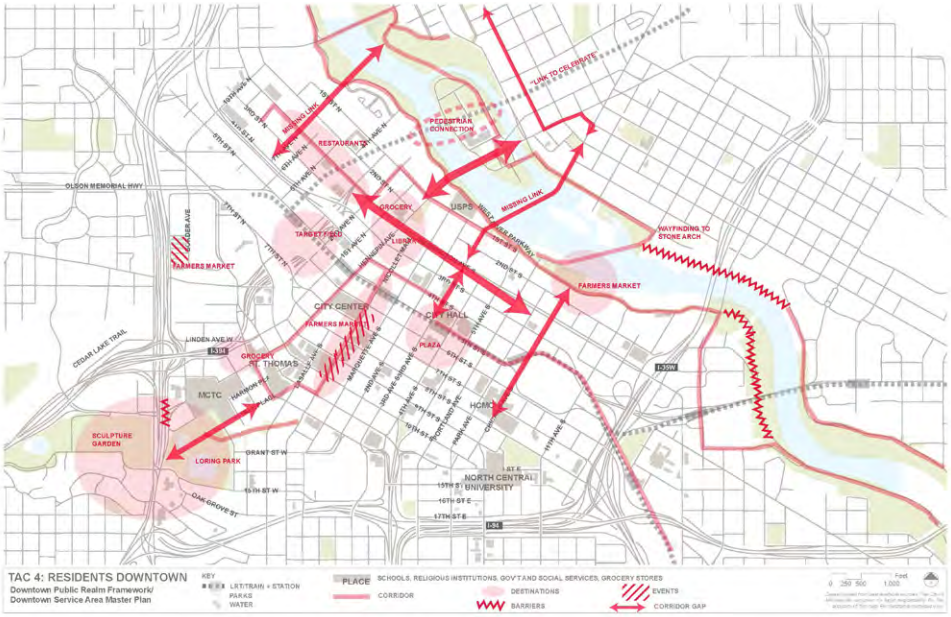


USER GROUPS

USER GROUPS

Residents





Parks

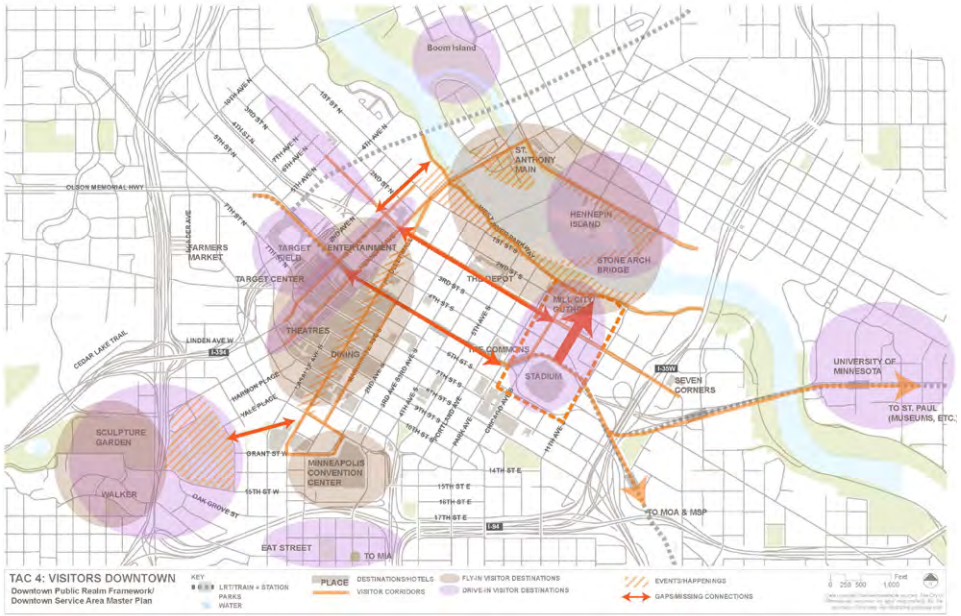
- Improve connectivity to parks and river
- A single park, constellation of parks or linear park?
- Differentiate use of parks vs. plazas
- Accommodate a range of uses

Public Realm

- Address ground level retail gaps in Mill District
- Explore and plan for a Loring Park to river connection
- Identify "recreational" routes through downtown

USER GROUPS

Visitors



Parks

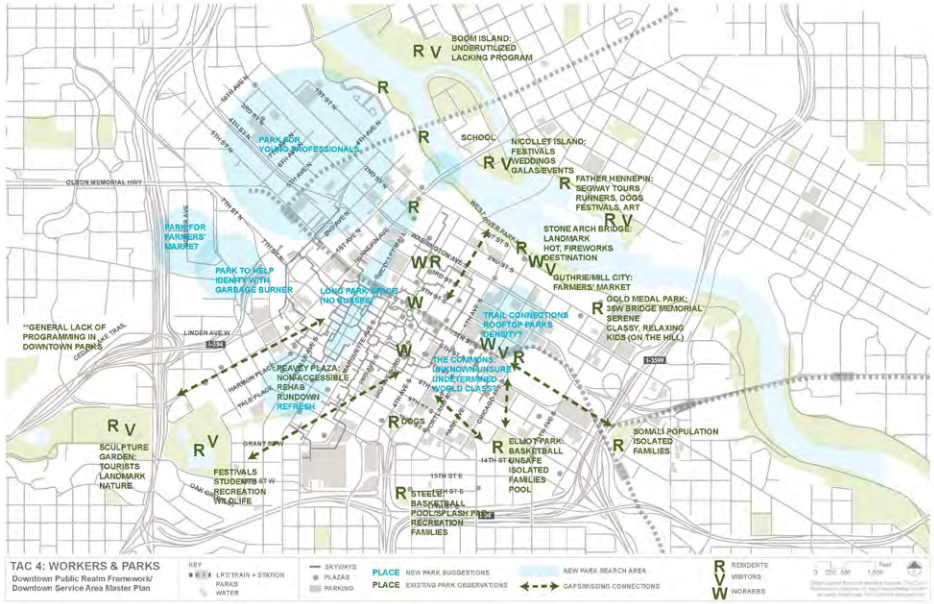
- Destinations for kids
- Neighborhood scale parks
- Wayfinding improvements to parks

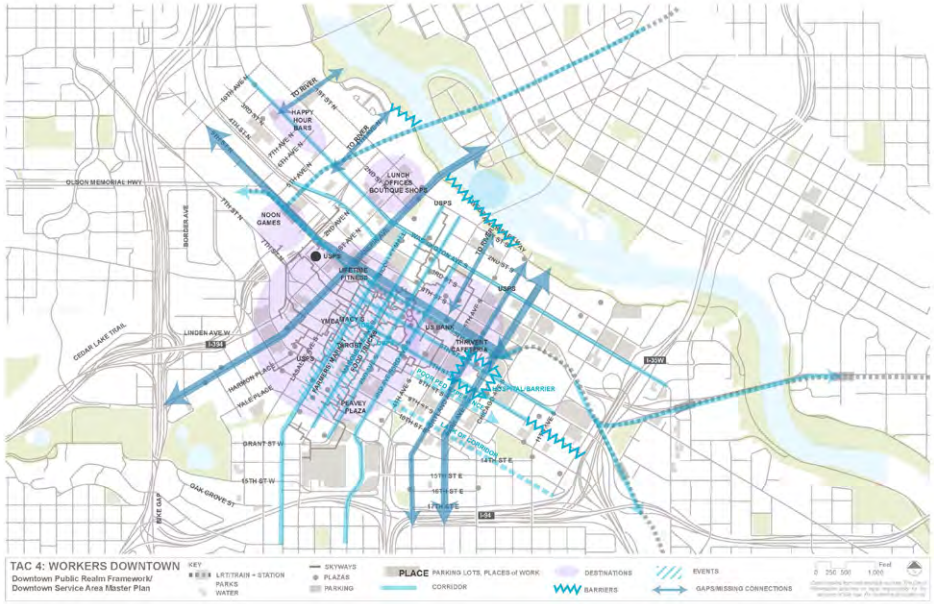
Public Realm

- Differentiate between the drive-in vs. fly-in visitor experience
- Plan for nightlife
- Emphasize LRT connections (esp. to Airport, University, St. Paul)

USER GROUPS

Workers





Parks

- Events catered to worker constituency
- Improve connectivity to river
- Untraditional parks

Public Realm

- Clarify shopping, health club, happy hour type destinations
- Improve east/west corridor legibility
- Enhance perception and access to river from core

USER GROUPS

» 7 Residents (including under-represented populations)

- Teen residents (one boy, one girl)
- Resident with a disability
- Working low income resident with children
- Senior resident
- Parent resident
- Single adult resident
- Homeless resident

» 3 Visitors/Tourists

- Tourist
- Fly-in business visitor
- Drive-in recreational day visitor

» 2 Downtown Workers

- Daytime worker
- Evening/shift worker

DISCUSSION: USER GROUPS

Solving for 'Who'

- Do the proposed user groups include most users we anticipate for downtown? Which are duplicative? Which are missing?
- What type of park user do you think is most often overlooked downtown?
- What approach would work best to reach these users?
- What habits and interests do you think would be different for these users?

GROUP DISCUSSION

Solving for 'Who'

ENGAGEMENT CARD

PATHWAYS TO PLACES
Shaping Downtown Together

Your name: _____

Name of activity: _____

_____

Date of activity: _____

Engagement tool (select all that apply):

- ☐ Interview a downtown stakeholder one-on-one
- ☐ Host a small group discussion or facilitate a discussion at an existing meeting
- ☐ Deliver an introductory presentation at an existing meeting
- ☐ Run an intercept event/pop-up opportunity at a downtown place or event

Support needed (if any): _____

_____

_____

NEXT STEPS

- TAC will meet first Tuesday of every month through October 2015:
  - 7/7, 8/4, 9/8, 10/6
- Upcoming Steering Committee meetings:
  - 7/16, 8/20, 10/15