

**LAND USE APPLICATION SUMMARY**

**Property Location:** Chicago Avenue and Kirby Puckett Place, between South 3<sup>rd</sup> Street and South 6<sup>th</sup> Street

**Project Name:** Street renaming

**Prepared By:** Hilary Dvorak, Principal Planner, (612) 673-2639

**Public Works Contact:** Robert Boblett, (612) 673-2428

**Applicant:** Minnesota Vikings Football, LLC

**Project Contact:** Mark Wilf

**Request:** To change the name of Chicago Avenue and Kirby Puckett Place, between South 3<sup>rd</sup> Street and South 6<sup>th</sup> Street, to Vikings Way.

**Required Applications:**

<b>Street Renaming</b>	Change the name of Chicago Avenue and Kirby Puckett Place, between South 3 <sup>rd</sup> Street and South 6 <sup>th</sup> Street, to Vikings Way.
------------------------	---

**SITE DATA**

<b>Existing Zoning</b>	II Light Industrial District B4N Downtown Neighborhood District ILOD Industrial living Overlay District DP Downtown Parking Overlay District
<b>Lot Area</b>	Not applicable
<b>Ward(s)</b>	3, 6 and 7
<b>Neighborhood(s)</b>	Downtown East and Elliot Park
<b>Designated Future Land Use</b>	Not applicable
<b>Land Use Features</b>	Commercial Corridor (Chicago Avenue) Growth Center (Downtown)
<b>Small Area Plan(s)</b>	<u><i>Update to the Historic Mills District Master Plan (2001)</i></u> <u><i>Downtown East/North Loop Master Plan (2003)</i></u>

<b>Date Application Deemed Complete</b>	Not applicable	<b>Date Extension Letter Sent</b>	Not applicable
<b>End of 60-Day Decision Period</b>	Not applicable	<b>End of 120-Day Decision Period</b>	Not applicable

## BACKGROUND

**SITE DESCRIPTION AND PRESENT USE.** The street to be renamed is located in downtown Minneapolis. The street is and will remain public right-of-way.

**SURROUNDING PROPERTIES AND NEIGHBORHOOD.** The street is surrounded by the future US Bank Stadium, office and commercial buildings, residential development of varying densities, the Hennepin County Medical Center and structured and surface parking facilities. The site is located in both the Downtown East and Elliot Park neighborhoods.

**PROJECT DESCRIPTION.** The applicant is proposing to change the name of Chicago Avenue and Kirby Puckett Place, between South 3<sup>rd</sup> Street and South 6<sup>th</sup> Street, to Vikings Way.

**RELATED APPROVALS.** Not applicable.

**PUBLIC COMMENTS.** No comment letters have been received in regards to this application. Any correspondence received prior to the public meeting will be forwarded on to the City Planning Commission for consideration.

## ANALYSIS

### STREET RENAMING

Streets shall be named in consideration of the following criteria:

1. *Numeric street names shall be written using numerical rather than alphabetical spelling. For example, 1 rather than One.*

The proposed street name is not numerical.

2. *Numeric street names shall include the alphabetic suffix to the numerical prefix. For example, 12TH rather than 12.*

The proposed street name is not numerical.

3. *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 ten characters long.

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

The segment of street, between 4<sup>th</sup> Avenue South and 5<sup>th</sup> Avenue South, is named both Chicago Avenue and Kirby Puckett Place. The applicant is proposing to change the name of Chicago Avenue and Kirby Puckett Place, between South 3<sup>rd</sup> Street and South 6<sup>th</sup> Street, to Vikings Way. CPED and Public Works staff finds that changing this segment of street to Vikings Way is reasonable because a portion of the street segment already deviates from this practice.

5. *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.*

Changing the name of this segment of the street to Vikings Way will be adjacent to the future US Bank Stadium where the Minnesota Vikings will play football under a 30-year lease agreement.

6. *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.*

The proposed name of the street is not similar to any other street name in the City of Minneapolis.

7. *A proposed street name should not duplicate any other street name unless it is a continuation of an interrupted street.*

There are no other streets in the City of Minneapolis named Vikings Way.

8. *Street names should be in alphabetic or numerical sequence whenever practical.*

The numerical sequence of the streets from west to east have already been broken by the introduction of Portland Avenue, Park Avenue and Chicago Avenue.

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

The proposed name of the street will identify the State of Minnesota's National Football League's team. CPED and Public Works staff finds that the Minnesota Vikings are a longstanding cultural and historical entity.

10. *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:*

- to posthumously honor and commemorate noteworthy persons associated with the City of Minneapolis;
- to commemorate local history, places, events or culture;
- to strengthen neighborhood identity; or,
- to recognize native wildlife, flora, fauna or natural features related to the community and the City of Minneapolis.

The Minnesota Vikings have been the State of Minnesota's National Football League's team since 1961.

11. *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.

12. *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.*

The proposed name of the street is Vikings Way; there is no way to abbreviate the name.

## RECOMMENDATIONS

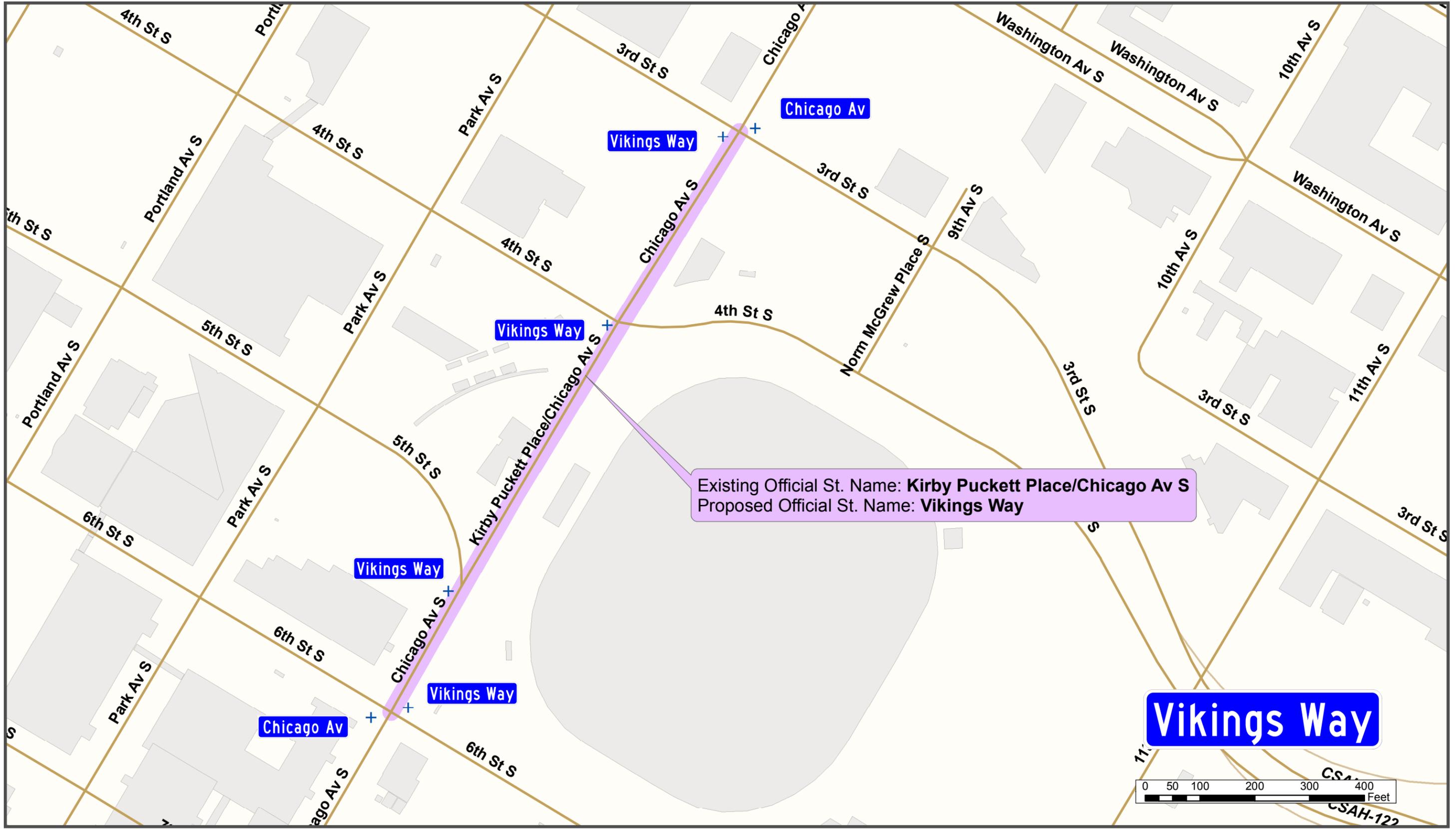
The Department of Public Works and the Department of Community Planning and Economic Development recommend that the City Planning Commission and the City Council adopt staff findings for the application by Minnesota Vikings Football, LLC for the proposed street renaming:

**A. Street renaming.**

Recommended motion: **Approve** the petition to change the name of Chicago Avenue and Kirby Puckett Place, between South 3<sup>rd</sup> Street and South 6<sup>th</sup> Street, to Vikings Way.

**ATTACHMENTS**

1. Street renaming map
2. Written rationale for street name choice from the applicant



# Stadium Street Name Changes

Date: 2/11/2016



Traffic & Parking Services Division  
 Department of Public Works  
 300 Border Avenue North  
 Minneapolis, MN 55405  
 612.673.3750

**Minnesota Vikings  
Applications for Street Renaming**

**Rationale for Street Name Choices and Defense for Street Name Non-conformity to Code**

**Vikings Way – Application for Legal Street Name Change**

1. Main Non-conformity Issues and Defenses

a. Named after a business

- i. A precedent has been established for the Minnesota Twins by the City of Minneapolis to approve the legal street name for the Minnesota Twins business address by Target Field of *Twins Way*. The Minnesota Vikings are requesting the same treatment of the legal street name change for its business address to be *Vikings Way* as has been similarly approved for the Minnesota Twins.
- ii. The Minnesota Vikings are a long term, iconic business and will be located at the new stadium location. The Minnesota Vikings played for 32 years at the Metrodome and the new stadium is being built to last for several generations to come. The Minnesota Vikings deem *Vikings Way* as a permanent street address for their business.
- iii. The current legal street name is *Chicago Ave*. The Minnesota Vikings strongly object to having the street running in front of the stadium named after one of its opponents and neighboring rival.

b. Not a continuous street segment

- i. A precedent had been established for the Minnesota Twins by the City of Minneapolis to approve the non-continuous street name segment for the Minnesota Twins of *Kirby Puckett Place*. Although *Kirby Puckett Place* is a commemorative name, *Chicago Ave*. is not currently visible on that street segment. The Minnesota Vikings are requesting the same treatment to allow the existing non-continuous street name segment that had been provided to the Minnesota Twins be renamed to *Vikings Way*.
- ii. The non-continuous street segment is currently set apart by cobblestone and lies between the stadium and the plaza differentiating it from the rest of the street – A “Super Block”