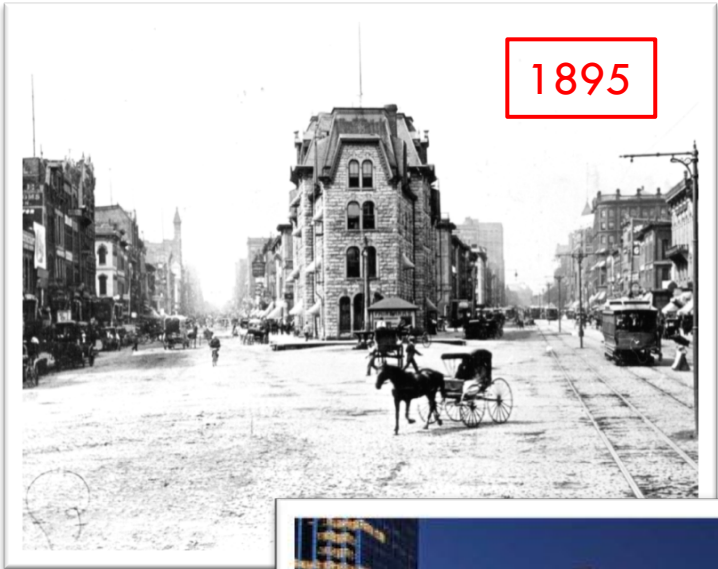




east  
TOWN  
MINNEAPOLIS

**“THE RISE OF EAST TOWN”**

# MPLS Census Narrative



Historical population		
Census	Pop.	%±
1860	5,809	—
1870	13,066	124.9%
1880	46,887	258.8%
1890	164,738	251.4%
1900	202,718	23.1%
1910	301,408	48.7%
1920	380,582	26.3%
1930	464,356	22.0%
1940	492,370	6.0%
1950	521,718	6.0%
1960	482,872	−7.4%
1970	434,400	−10.0%
1980	370,951	−14.6%
1990	368,383	−0.7%
2000	382,618	3.9%
2010	382,578	0.0%
Est. 2015	411,286 <sup>[48]</sup>	7.5%

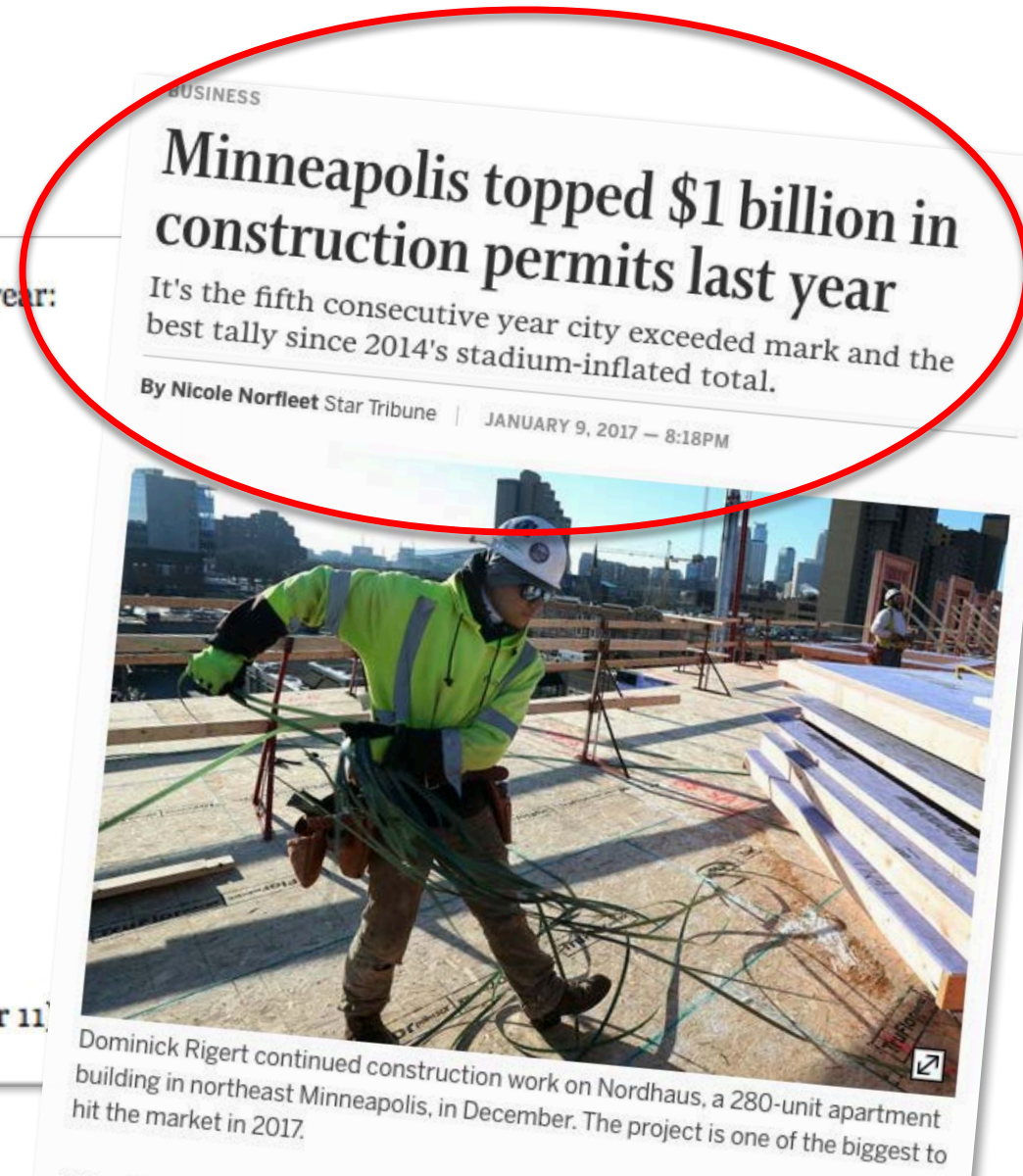
U.S. Decennial Census <sup>[49]</sup>  
2014 Estimate <sup>[2]</sup>

# Historic Moment of Re-Investment



## Total building permit valuations by year:

2000: \$1.142 billion  
2001: \$975.8 million  
2002: \$889.2 million  
2003: \$852.2 million  
2004: \$944.7 million  
2005: \$855.2 million  
2006: \$839.6 million  
2007: \$761.3 million  
2008: \$772.5 million  
2009: \$778 million  
2010: \$547.6 million  
2011: \$752.8 million  
2012: \$1.118 billion  
2013: \$1.211 billion  
2014: \$2 billion  
2015: \$1.026 billion (as of September 11)





\$3 Billion  
East Town  
Redevelopment  
2013-2018







East Town District Maps



[illegible]



East Downtown District: Minnesota Legislature  
Rep. Raymond Dehn (59B) & Frank Hornstein (61 A)



# East Town District: City Ward Map





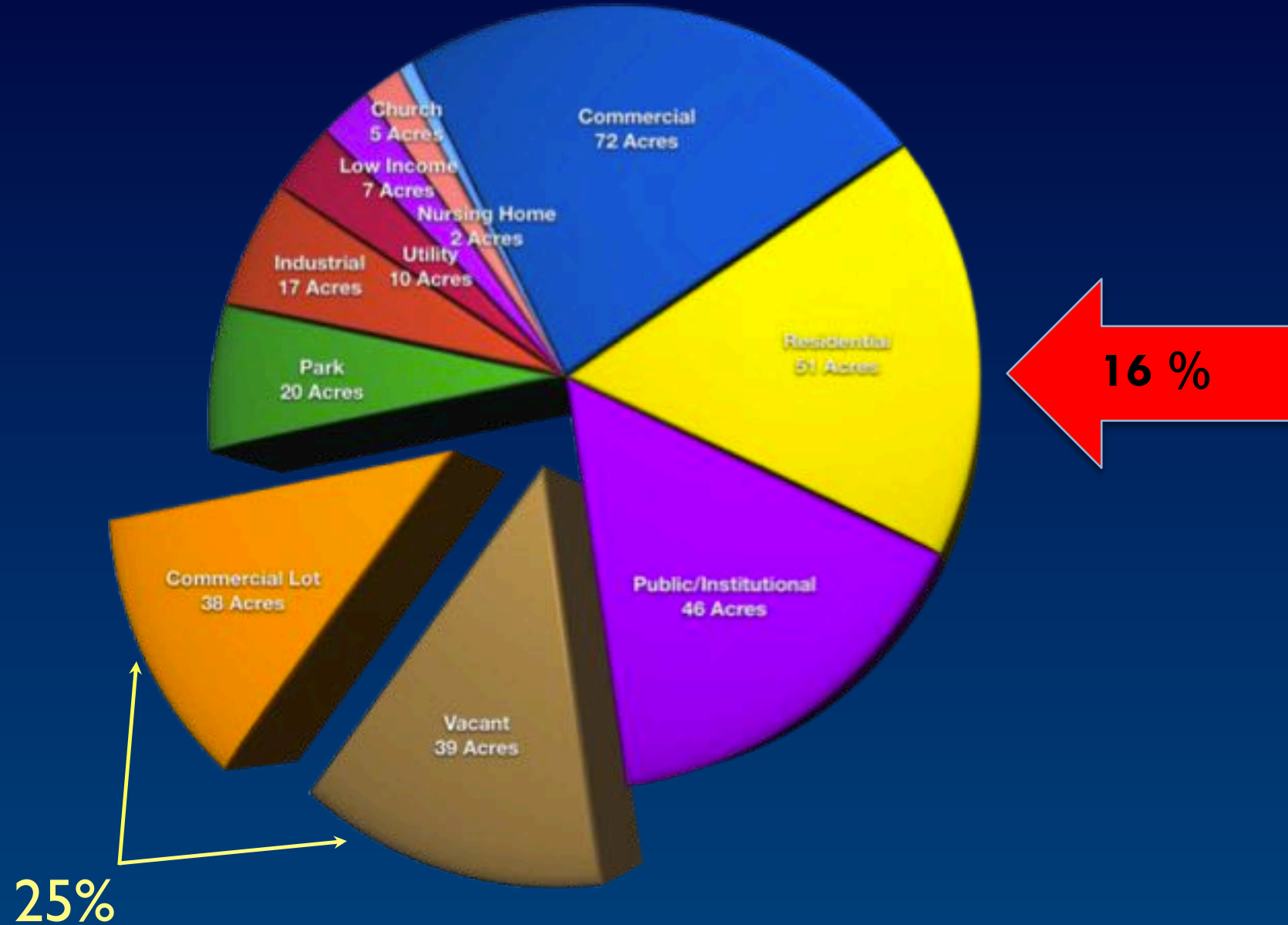
# Two Neighborhoods



In 2010 the 307 acres of land on  
nearly 100 city blocks in the East  
Downtown District was comprised  
of...



# Land Use



Don't believe me?



**2004  
Photo**

**Washington Avenue**





# Surface Parking as a Barrier to Vision

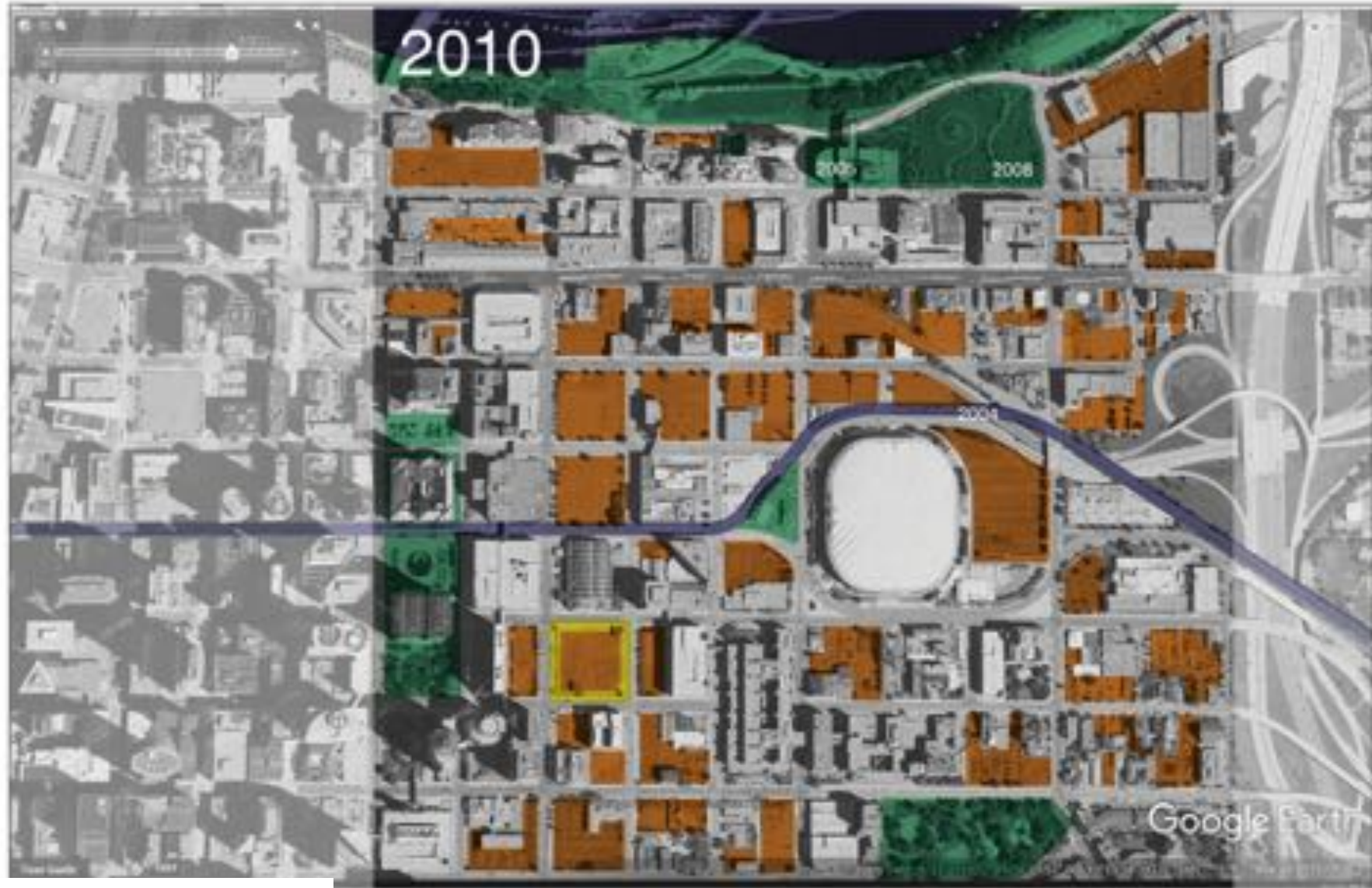




## East Town Land Use In Transition

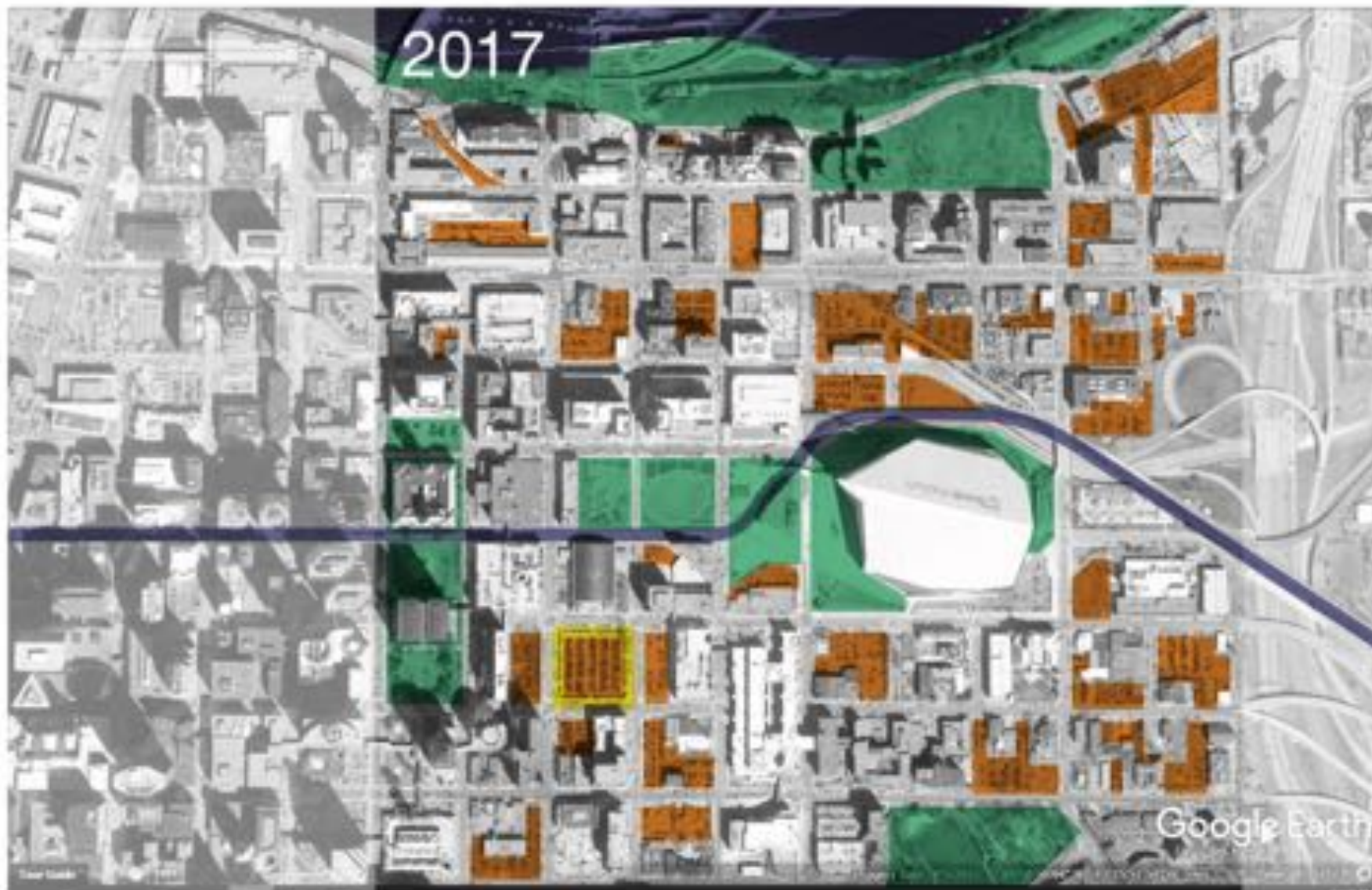


## East Town Land Use In Transition

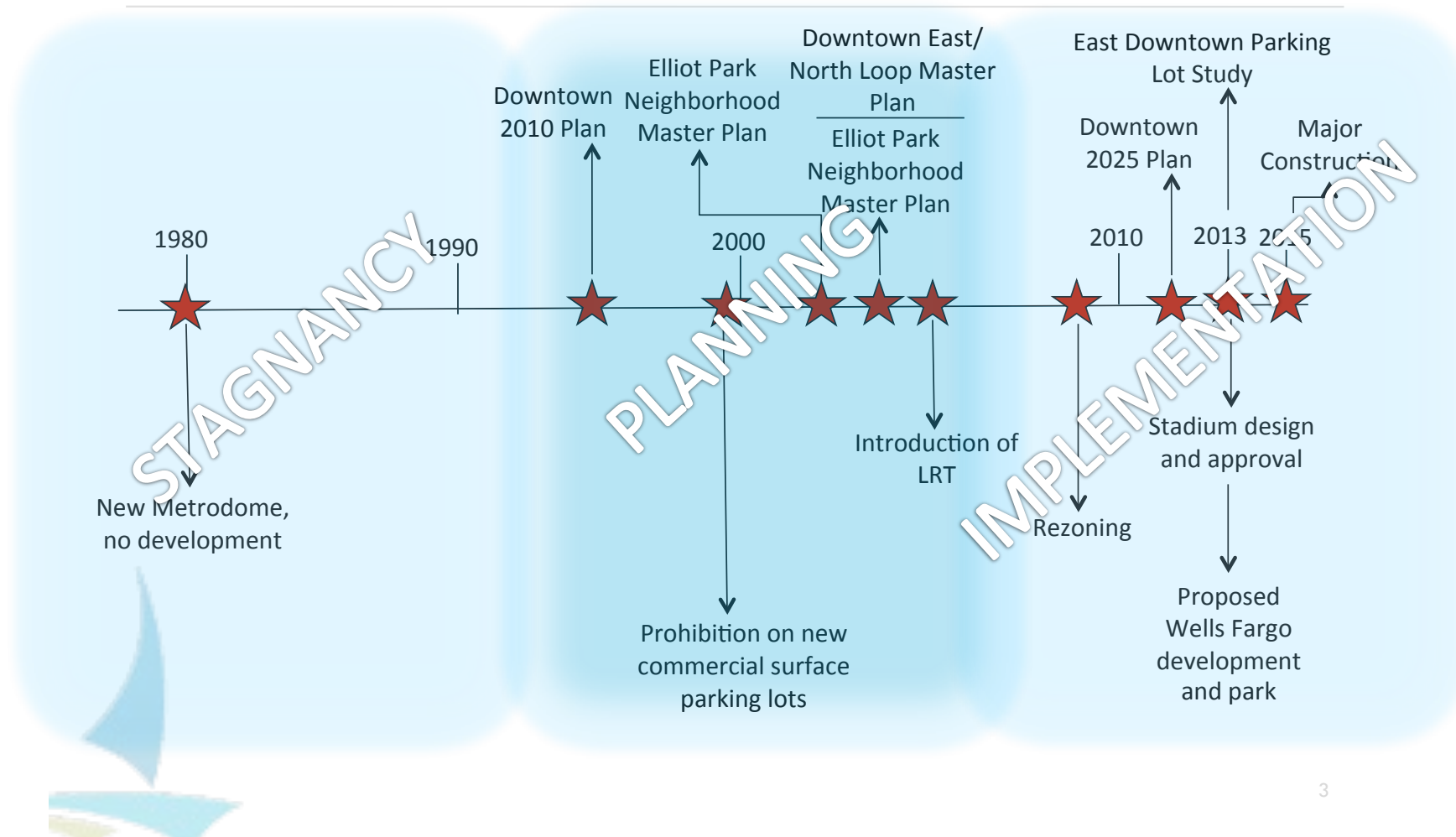




## East Town Land Use In Transition



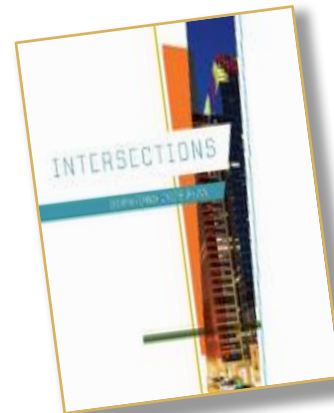
# How Did We Get To This Point of Development Breakthrough?





# Planning . . . And Planning

- The Minneapolis Plan for Sustainable Growth
- Downtown East/North Loop Master Plan
- Historic Mills District Master Plan
- Intersections 2025 Plan
- Downtown East District Strategic Vision
- Downtown East Urban Village
- East Downtown Parking Lot Study
- Elliot Park Neighborhood Master Plan and Housing Guidelines
- Downtown East Economic Development and Revitalization Analysis



# INTERSECTIONS

## DOWNTOWN 2025 PLAN

- 1 DOUBLE DOWNTOWN'S RESIDENTIAL POPULATION.
- 2 TRANSFORM NICOLLET INTO A 'MUST SEE' DESTINATION.
- 3 BUILD GATEWAY PARK.
- 4 CREATE A CONSISTENTLY COMPELLING DOWNTOWN EXPERIENCE.
- 5 BUILD A NEW VIKINGS STADIUM.
- 6 LEAD THE NATION IN TRANSPORTATION OPTIONS.
- 7 CREATE AND SUSTAIN A GREEN INFRASTRUCTURE AND SHOWCASE THE RIVERFRONT.
- 8 FORGE CONNECTIONS TO THE UNIVERSITY OF MINNESOTA
- 9 END STREET HOMELESSNESS.
- 10 LAUNCH A FESTIVAL OF IDEAS AND CIVIC ENGAGEMENT.



# Plan Implementation

## Six committees:

- Downtown Development
- Downtown Experience
- Greening & Public Realm
- Transportation
- Ending Street Homelessness
- Minneapolis Idea Exchange (MiX)



# East Town Development Task Force

## Purpose:

- Study and recommend best practices for holistic and sustainable 21<sup>st</sup> century urbanism in regards to development, public realm, and place making initiatives.
- Interact with and advocate for current high priority projects in the district.
- Cast vision for new development projects on strategically important land parcels.



# The Challenges

- **How do we weave together two neighborhoods with significant income gaps and development perspectives?**
- **How do we diversify the housing stock?**
  - ▣ **How do we get more 50-60% Average Median Income Housing?**
  - ▣ **How do we help more families to live downtown?**
  - ▣ **How do allow people to remain in their community with rising values and costs?**

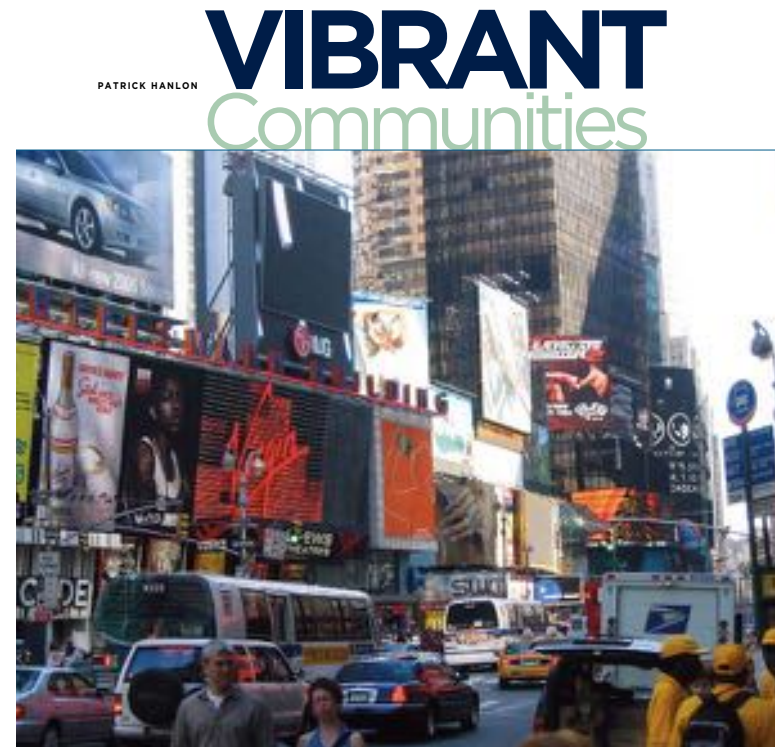
## The Opportunities

- ❑ **16 Contiguous Blocks of Land at the Center of the District Being Redeveloped Simultaneously (US Bank Stadium + Wells Fargo/Commons 5 Block Urban Campus)**
- ❑ **Leverage Existing and Recent Development and Transit**
- ❑ **Enhanced Public Realm**
- ❑ **New Urbanism Housing Boom**
- ❑ **Seek Integration through New District Brand Platform**



“Vibrant communities seem to happen organically but, in fact, are developed through a systemic construct. As such, it becomes the challenge of developers, politicians, and civic leaders to imbue cities, villages, towns, and mixed-use projects with a sense of place and meaning.”

—Patrick Hanlon

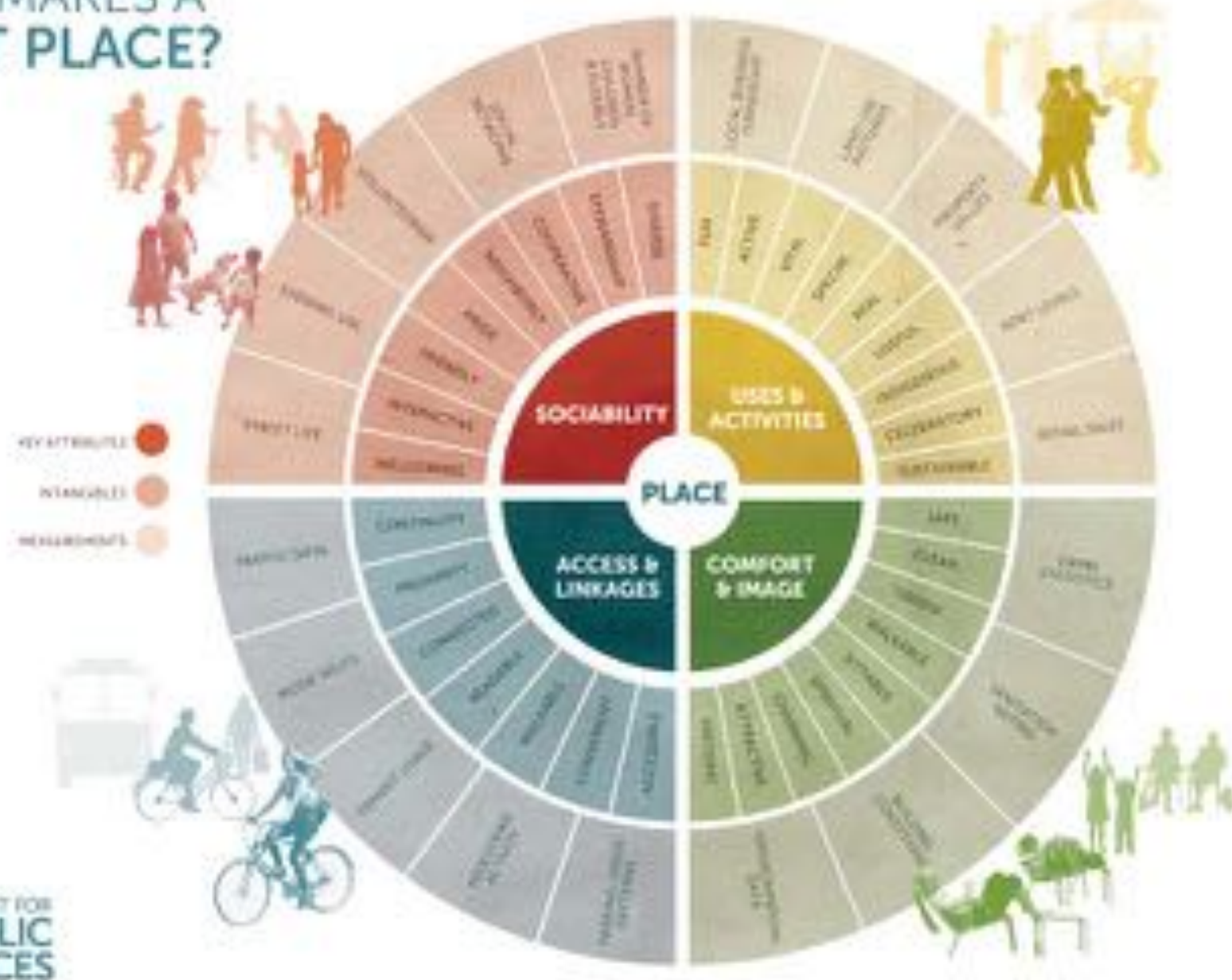


**Branded Neighborhoods**





# WHAT MAKES A GREAT PLACE?



## What is placemaking?

People-centered approach for improving a neighborhood, city, or region, by inspiring people to collectively:

- **reimagine and reinvent public spaces** as the heart of every community
- **strengthen the connection between people and the places they share**
- **collaborate to shape our public realm** in order to maximize shared value

Placemaking values and capitalizes on the **physical, cultural, and social identities** that define a place. ([www.pps.org](http://www.pps.org))



# LoDo; Denver, Colorado



# Pearl District; Seattle, Washington





# I.D.E.A.; San Diego, California



# East Village; San Diego, California



# North Loop, Minneapolis



## Overview:

Mississippi River  
Plymouth & Hennepin Ave Bridges  
Light Rail  
Twins Stadium  
Warehouse redevelopment  
Residential





## BRAND FRAMEWORK



# ELLIOT PARK

## NEIGHBORHOOD







# THE NEW MIDDLE



## TWO YEARS OF COMMUNITY ENGAGEMENT:

### COMMON THEMES

- “East” is a “must have”
- Must work well with the name of the park, “The Commons”
- Strong desire for simplicity
- Needs to relate to existing community names
- Low appetite for unusual names
- Some want to keep East Downtown



east  
TOWN  
MINNEAPOLIS



## Community Pillars:

### Vibrant



**Vibrant:** adjective

*Full of energy and enthusiasm: a vibrant cosmopolitan city.*

### A Vibrant Urban Community

East Town is not a community you go to if you want to get away from it all. The streets are full of life and there are activities for everyone. From the area's history as a bustling center for milling, commerce and medical care, to its future as a city hub of activity, with sports, performing arts, healthy living, shopping and more. East Town is the dynamic new place for Downtown growth.

## Community Pillars: **Multifaceted**



**Multifaceted:** adjective

*Having many facets, as a gem; having many different parts.*

### **A Multifaceted Enclave Welcoming a Diverse Population**

There's no one way to enjoy East Town. The community includes the Mill City and Elliot Park Neighborhoods, as well as the Mississippi Riverfront, and welcomes a diverse population and wide variety of lifestyles. Stroll down our streets and you'll see families who have lived nearby for generations, young professionals kicking back on posh patios, empty nesters rediscovering the joys of urban activity and seniors enjoying the sights and sounds of the city. In East Town, no matter who you are or how you spend your time, you're welcome.

# Community

## Pillars: **Connected**

**Connected:** adjective

*Having parts or elements joined or linked together; having social, professional, personal or commercial relationships.*



### **A Focal Point of the City**

As a multi-modal hub ranging from bicycle, to rail and automobile transportation, located near the center of the city, it's not hard to reach East Town, and you can get anywhere from here. If Minneapolis is the hub of the Midwest, East Town is a focal point. Whatever your interest, this is where people come to connect. You'll find a centerpiece of the region's history, sports, performing arts, health care, shopping and more. East Town is the place to get educated, to get energized, to get connected.



## COMMUNITY VISION



### **East Town: A Vibrant, Multifaceted and Connected Community**

Whatever your lifestyle or interest, East Town is the place to connect. The community is a regional focal point that offers a diverse range of activities near the center of Downtown. You'll walk streets that are rippling with life and too many activities to choose from, all surrounding a new metropolitan park, where you can rest, play or catch a performance and a stadium where you can watch the big game.

# East Town Development

Holistic Vision. Compelling Narrative.

Powered by

INTERSECTIONS: THE DOWNTOWN 2025 PLAN

“East Town represents an epic economic renaissance for downtown Minneapolis and the entire region”

-Minnesota Governor Mark Dayton at Ribbon Cutting Ceremony for U.S. Bank Stadium













# **“Wells Fargo Towers and Edition Residences”**





# Elliot Park Collegiate Soccer Field



# Encore

Mill District



# “Radisson Red”

- 164 rooms
- Aimed at tech-savvy guests with an ageless millennial mindset
- First Radisson RED in the U.S., one of four in the Americas
- Opened Dec. 2016



Sources: Carlson Rezidor, City of Minneapolis Community Planning and Economic Development, Finance-Commerce



# “The Portland Tower”



- Corner of Portland and 8<sup>th</sup>
- Developed by Jim Stanton
- 15 Stories, 112 Units

# “Millwright Building”





# The Armory Event Center

- Event space hosting:
  - ▣ Live music
  - ▣ Athletics
  - ▣ Private events







## Projects Under Construction







K.A. BLOCK MIXED USE REDEVELOPMENT DESIGN VISION







©2010 Dorte Architects, LLC

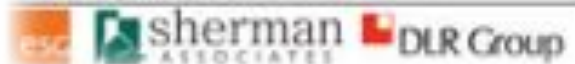
the LEGACY Condos - West Corner 12th Ave S and S 2nd St



# “East End”



CoW - April 2, 2015



WASHINGTON & CHICAGO  
WASHINGTON, DC

AERIAL VIEW FROM 3RD & CHICAGO



# “Iron Clad”



VIEW SOUTH DOWN CHICAGO AVENUE



VIEW SOUTH DOWN CHICAGO AVENUE



VIEW NORTH UP CHICAGO AVENUE



VIEW NORTH AT PARKING PLAZA

**IRON CLAD**  
811 WASHINGTON  
Minneapolis, MN  
04.19.2016

## MATERIAL INDEX

### RETAIL

Concrete Columns  
Aluminum Storefront Base  
Stone Accent  
Metal Panel #1 (Dark)  
Metal Panel #2 (Light)

### MOXY HOTEL

Steel Clad Concrete Columns  
Aluminum Storefront @ Base  
Fiberglass Windows  
Norman Brick #1  
Accent Metal Panel

### RESIDENCES (Tower)

Metal Panel #1 (Dark)  
Metal Panel #2 (Light)  
Perforated Metal Railings

### OFFICES

Steel Clad Concrete Columns  
Aluminum Storefront  
Norman Brick #1  
Accent Metal Panel #1

### PARKING

Norman Brick #1  
Cast Concrete / Burnished Block  
Aluminum Storefront





Developments Moving Through Approval/Financing



# **“East Town Apartments”**



# 1400 Park Avenue in Elliot Park





# 205 Park Ave (Sherman Associates)







Proposed Development 2-5 Years Out





## Expanding Hope for the Homeless





# Water Works

## A RiverFirst Signature Project

Water Works represents the completion of a 30-year vision for the Minneapolis Park & Recreation Board's Mill Ruins Park, the third most popular park in Minneapolis with over 2.5 million visits annually.



# >> The Falls Initiative

## Implementing a Shared Vision for the Upper Lock



- ① Guthrie Theater
- ② MLE City Museum
- ③ MLE Plaza Park
- ④ Stone Arch Bridge
- ⑤ Interpretive / Event Center (below park)
- ⑥ Visitor Center
- ⑦ St. Anthony Falls
- ⑧ Water Works



**WHAT IS THE FUTURE?**





PARK & PORTLAND: VISION FOR DEVELOPMENT

BKV  
PORTLAND



## EXECUTIVESUMMARY

**EAST TOWN IS THRIVING!** East Town is within a period of great growth and transition. Continued efforts of strong planning and neighborhood engagement will help guide the growth to continue building the area into a strong cohesive neighborhood. Over the past decade plus many citizens, elected officials, business community members, developers, designers, and students have collaborated to complete multiple urban studies within the recently branded East Town, primarily focusing on the Elliot Park Neighborhood and Downtown East Neighborhood. This document provides an update of the current status of East Town, builds upon the previous studies and master planning that have been completed, and identifies opportunities for development.

## GOALS

**INCREASE RESIDENTIAL DEVELOPMENT** in terms of attraction, distribution & density, variety of types and diversity of residents.

**STRENGTHEN PARK & PORTLAND CORRIDORS AS "CONNECTORS"** with an increased density in mixed-use development that recognizes preservation, circulation, accessibility, sustainability, safety, new retail/entertainment districts, street-level experience, owner-occupied housing, neighborhood character and balances economic vitality with environment, livability and quality of life.

**EXPAND AND IMPROVE THE PUBLIC REALM** (in order to attract work/live/play residents, diverse developments and innovation-based businesses) by focusing on green space, landscapes, streetscaping, transit/vehicle/pedestrian patterns, infrastructure and sustainable environments.

**CREATE A WEBSITE PLATFORM** in a centralized accessible location that includes assessment of previous Studies/Data, Layer Maps (existing and envisioned), Opportunities/Goals/Guidelines, Stakeholder Feedback and Implementation Plan.

## CONTRIBUTORS TO SOURCE MATERIAL

BKV Group  
City of Minneapolis  
Community Planning & Economic Development (CPED)  
Downtown Minneapolis Neighborhood Association (DMNA)  
Downtown East Elliot Park (DEEP)  
East Town Business Partnership  
Elliot Park Neighborhood, Inc. (EPNI)  
Hennepin County  
Metro Transit  
Minneapolis Downtown Council - Downtown Improvement District (DIC)

## RELEVANT STAKEHOLDERS

Aeon  
Augustana Care  
Developers  
Guthrie Theater Foundation  
HCMC  
Kraus-Anderson  
North Central University  
McKnight Foundation  
Metro Transit  
Minnesota Sports Facilities Authority (MSFA)  
Minnesota Historical Society  
Star Tribune  
Thrivent Financial  
University of Minnesota  
Vespur  
Wells Fargo



## LAND USE

### ZONE 1 - MILL DISTRICT

Many of the historic buildings in this district have been restored and turned into market rate housing. There have also been several additional mixed use and apartment buildings built in this area over the last decade, and at least one or two more are in the works.

### ZONE 2 - THE COMMONS

The Commons has a rich mix of land use surrounding the newly implemented park, varying from commercial, mixed use and residential developments to institutional and office buildings.

### ZONE 3 - HIGH DENSITY

This zone is characterized by mid and high-rise mixed use buildings and a large number of surface parking lots. The HCMC campus makes up the east side of the zone.

### ZONE 4 - MEDIUM DENSITY

This portion of Elliot Park is mainly a residential zone, with a plethora of low rise apartments and some single family homes.







## OPPORTUNITY SITES

### ZONE 1 – MILL DISTRICT

Most of the opportunity sites in the Mill District have already been capitalized on, with two additional projects upcoming.

### ZONE 2 – THE COMMONS

Though this area is already teeming with development, there are some prime opportunity sites available.

### ZONE 3 – HIGH DENSITY

There are several opportunity sites here, including “Centennial Commons,” a site at the geographic center of Elliot Park that has been a topic of discussions in several masterplanning efforts (#16A & #16D). Site #5 is another extraordinary opportunity, as the entire city block there is currently covered with surface parking and nothing else.

### ZONE 4 – MEDIUM DENSITY

There is some opportunity for development in this medium-density zone of Elliot Park. Multi-family residential and mixed-use developments would be particularly well suited for this primarily residential area.





east  
TOWN  
MINNEAPOLIS

**“THE RISE OF EAST TOWN”**