“THE RISE OF EAST TOWN”
### MPLS Census Narrative

#### Historical Population

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

U.S. Decennial Census
2014 Estimate
Minneapolis topped $1 billion in construction permits last year

It's the fifth consecutive year city exceeded mark and the best tally since 2014's stadium-inflated total.

By Nicole Novfee, Star Tribune | JANUARY 9, 2017 - 8:38 PM

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, 2015)
$3 Billion
East Town
Redevelopment
2013-2018
East Downtown District: Minnesota Legislature
Rep. Raymond Dehn (59B) & Frank Hornstein (61A)
East Town District: City Ward Map
Two Neighborhoods

EAST DOWNTOWN

Downtown East

Elliot Park
In 2010 the 307 acres of land on nearly 100 city blocks in the East Downtown District was comprised of...
Don’t believe me?
Surface Parking as a Barrier to Vision

East Downtown Study Area
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?

- New Metrodome, no development
- Downtown 2010 Plan
- Elliot Park Neighborhood Master Plan
- Introduction of LRT
- East Downtown Parking Lot Study
- Downtown 2025 Plan
- Proposed Wells Fargo development and park
- Rezoning
- Stadium design and approval

Key Events:
- 1980: Prohibition on new commercial surface parking lots
- 1990: Downtown East/North Loop Master Plan
- 2010: Downtown 2010 Plan
- 2013: Major Construction
- 2015: Rezoning
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
1. Double Downtown’s residential population.
2. Transform Nicollet into a ‘must see’ destination.
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 21st 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 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)
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

East Downtown

Elliot Park Neighborhood

Downtown East/Mill District Neighborhood

?
ELLIOIT 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
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

Sources: Carlson Rezidor, City of Minneapolis Community Planning and Economic Development, Finance-Commerce
“The Portland Tower”

- Corner of Portland and 8th
- 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
“East End”
“Iron Clad”

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

VIEW SOUTH DOWN CHICAGO AVENUE
VIEW SOUTH DOWN CHICAGO AVENUE
VIEW NORTH UP CHICAGO AVENUE
VIEW NORTH AT PARKING PLAZA
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

Guthrie Theater
Mill City Museum
Mill Ruins Park
Stone Arch Bridge
Interpretive / Event Center (river park)
Visitor Center
St. Anthony Falls
Water Works

FRIENDS OF THE LOCK & DAM
WHAT IS THE FUTURE?
EXECUTIVE SUMMARY

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 Eliot 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, hardscape, streetscapes, transportation/pedestrian patterns, infrastructure and sustainable environments.

CREATE A WEB 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.

CONTRIBUTERS TO SOURCE MATERIAL

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

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
Virginia
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 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.
BUILDING HEIGHT

ZONE 1 – MILL DISTRICT
Most of the buildings in the Mill District are between 4 and 7 stories, with the exception of the Mill City Museum building, which is taller.

ZONE 2 – THE COMMONS
While U.S. Bank Stadium and the Wells Fargo Towers are some of the tallest in the neighborhood, the openness of The Commons makes the area lively and expansive.

ZONE 3 – HIGH DENSITY
Though not high density yet, due to its proximity to downtown, this area has the most potential for density and height.

ZONE 4 – MEDIUM DENSITY
The Minneapolis Public Housing Authority’s 17-story residential high rise is an anomaly in terms of height in this area.
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 & #16B). 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.
“THE RISE OF EAST TOWN”