

CIVIC PLACEMAKING



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WHAT IS THE PUBLIC REALM & WHY IS IT IMPORTANT?



CIVIC PLACEMAKING

RESOURCE SCARCITY, PUBLIC REALM & PUBLIC WORKS

2013 REPORT CARD for **america's INFRASTRUCTURE**



OVERVIEW

ECONOMIC IMPACT

NATIONAL GRADES

STATES

NEWS

TAKE ACTION

CONTACT

INFRASTRUCTURE IS AMERICA'S BACKBONE

It's your local water main and the Hoover Dam, the power lines connected to your house and the electrical grid spanning the U.S., and the street in front of your home and the national highway system.



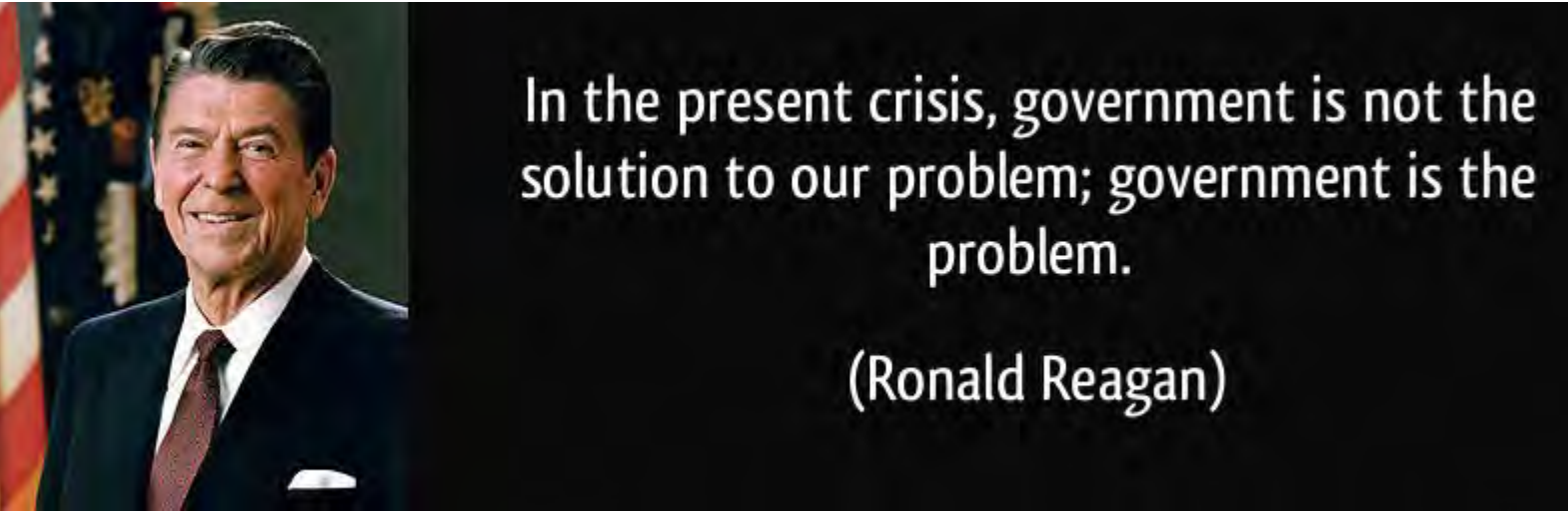
AMERICA'S G.P.A. **D+**

ESTIMATED INVESTMENT NEEDED BY 2020:
\$3.6 TRILLION



CIVIC PLACEMAKING

RESOURCE SCARCITY, PUBLIC REALM & PUBLIC WORKS



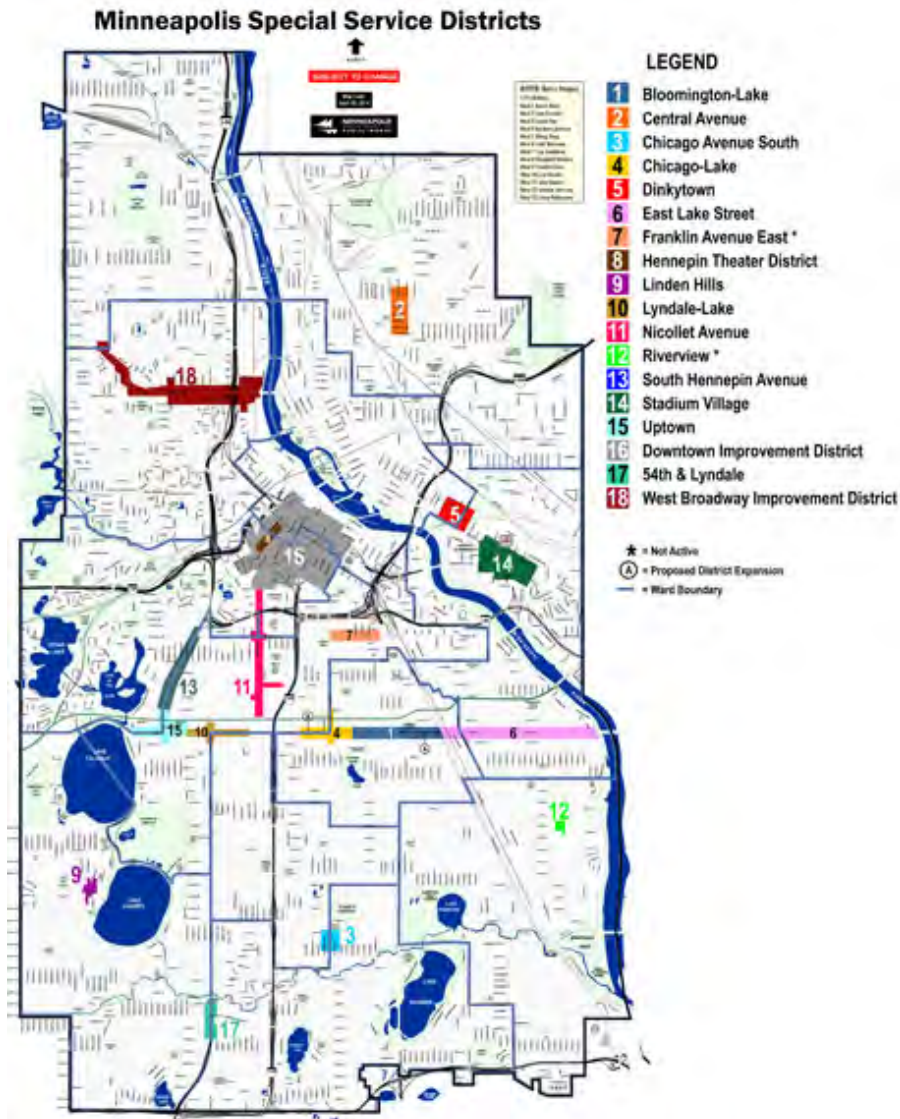
Reagan's New Federalism

[1982] "President Reagan...sent to Congress his 1982 National Urban Policy Report, prepared by the Department of Housing and Urban Development. It stated the administration's intention to **continue limiting federal aid to cities and shift responsibility for urban programs from the federal to state and local governments.** On July 12, the National League of Cities (NLC) released preliminary results of a survey of 43 cities indicating that the majority are in poor fiscal shape and are unable to absorb the new responsibilities..."

"The report released by the National League of Cities...said that the cuts in economic development, mass transit, job training and other federally funded programs in the midst of a deep recession have created great fiscal stress. Fewer than half of the cities responding to the survey said they would use local funds to make up for losses of federal grants. Even those cities would pick up only one or two programs. **Since cities, unlike the federal government, cannot run a deficit, many have cut spending on public works, parks and recreation, general administration and public safety. User fees have been assessed or increased, and a few cities have even raised sales or property taxes, despite the recession.**"

CIVIC PLACEMAKING

RESOURCE SCARCITY IN PUBLIC REALM & PUBLIC WORKS



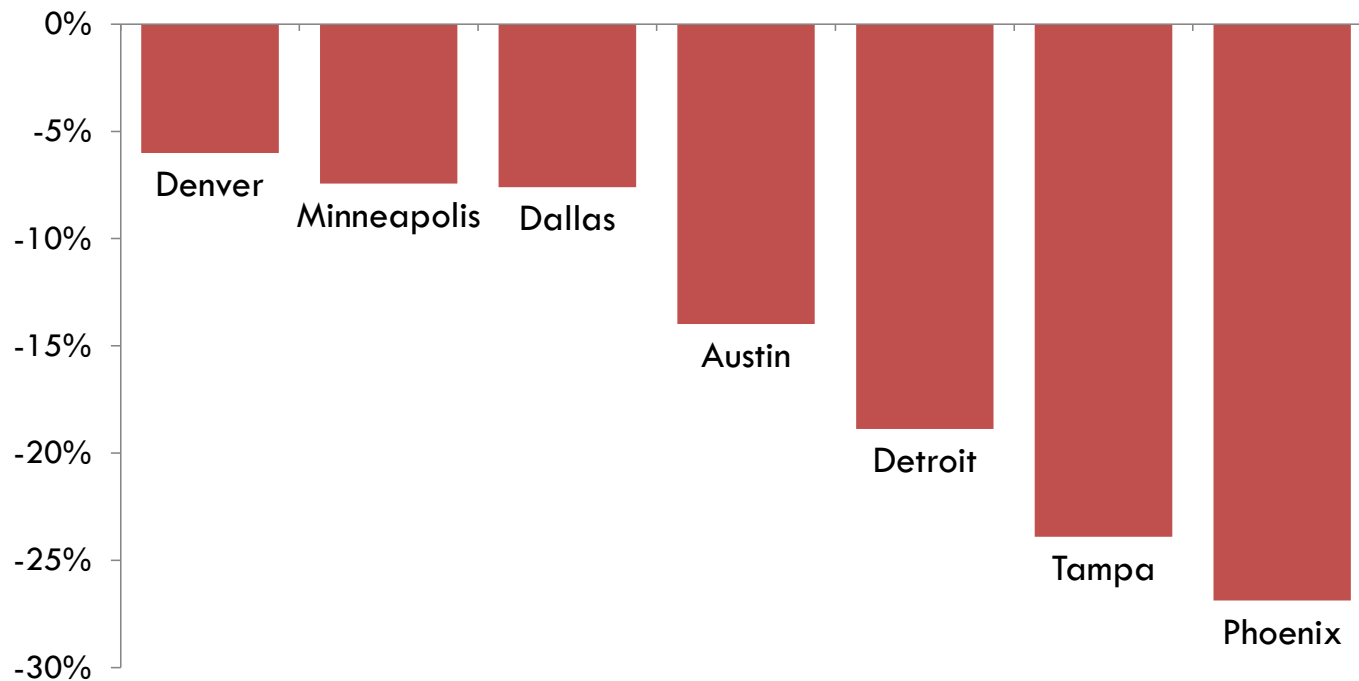
- Cleaning
- Greening
- Branding
- Seasonal Decorations
- Maintenance
- Snow Removal
- Business Assistance
- Façade Improvement
- Ambassadors

CIVIC PLACEMAKING

RESOURCE SCARCITY IN PUBLIC REALM & PUBLIC WORKS

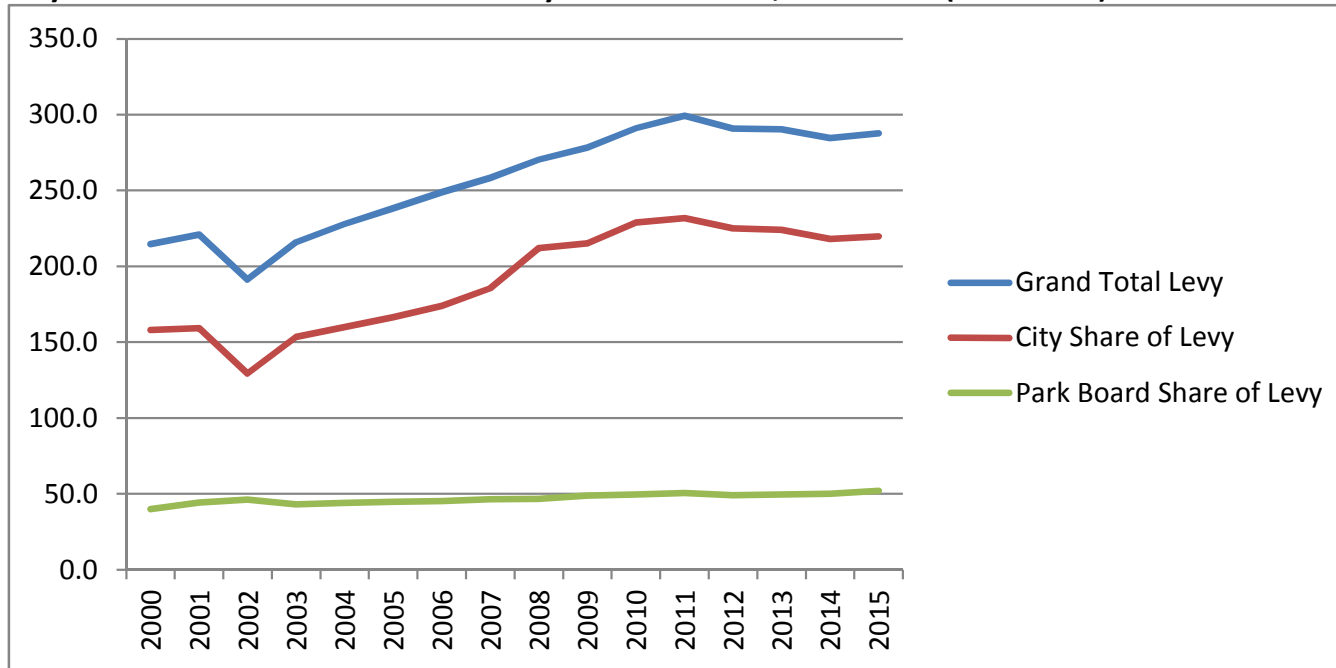
In spite of re-emergence of consensus that parks are important for urban success, public support for parks is dwindling.

City Park Department Budget Cuts, 2009-2011



Source: Trust for Public Land, 2009-2011

City and Park Board Share of Total Levy in 2015 Dollars, 2000-2015 (in millions)



Source: City of Minneapolis Adopted Budgets, 2000-2015

CIVIC PLACEMAKING

MUNICIPAL TOOLS & STRATEGIES

Non-Cash Municipal

Vision
 Political Will
 Technical Assistance
 RFQ/RFP/RFI
 Decommission/Relocate Public Uses
 Utility Contribution
 Land Contribution
 Ground Lease
 Pursuing Legislative Agenda
 Predevelopment Activities
 Land Swap
 Air Rights
 Tax or Fee Relief
 Regulatory Relief
 Infrastructure/Ped Improvements
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 Public Parking
 Land or Property Bank
 Multi-party Agreement Mgmt
 Construction
 Expedited Permitting
 Preservation
 Public Safety/Livability Enforcement
 Permitting Activation
 Land Use & Zoning
 Zoning Code Requirement (Green Factor)

Municipal Financial

Tax Increment
 Parking Revenues
 Bonds
 General Fund
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 Sales Tax
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 Value Capture
 Impact Fees
 Lease Revenue
 Advertising
 Permit Fees
 Special Levy

County/Region

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 Infrastructure
 Land
 Planning
 Technical Assistance

State

Political Will
 Government Aid
 Transportation Funding
 Penny Tax
 Gas Tax
 Grants
 Land
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 Technical Assistance

Federal

Historic Tax Credits
 CDBG
 TEA-LU
 Nat'l Scenic Byway Grants
 TAP/RTP
 MAP-21

Private

Vision
 Improvement District
 Philanthropy
 Institutional/Corporate
 Nonprofit
 POPS
 PPP

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DOWNTOWN EAST COMMONS



CIVIC PLACEMAKING

THE COMMUNITY SCALE

midtown greenway/east lake street

green fourth

west 29th street



Group 1
A large plaza
Boulevard treatment on
both sides of the street
Decorative paved surface
Shared street concept



East Lake St / Midtown Greenway

Placemaking and Urban Design

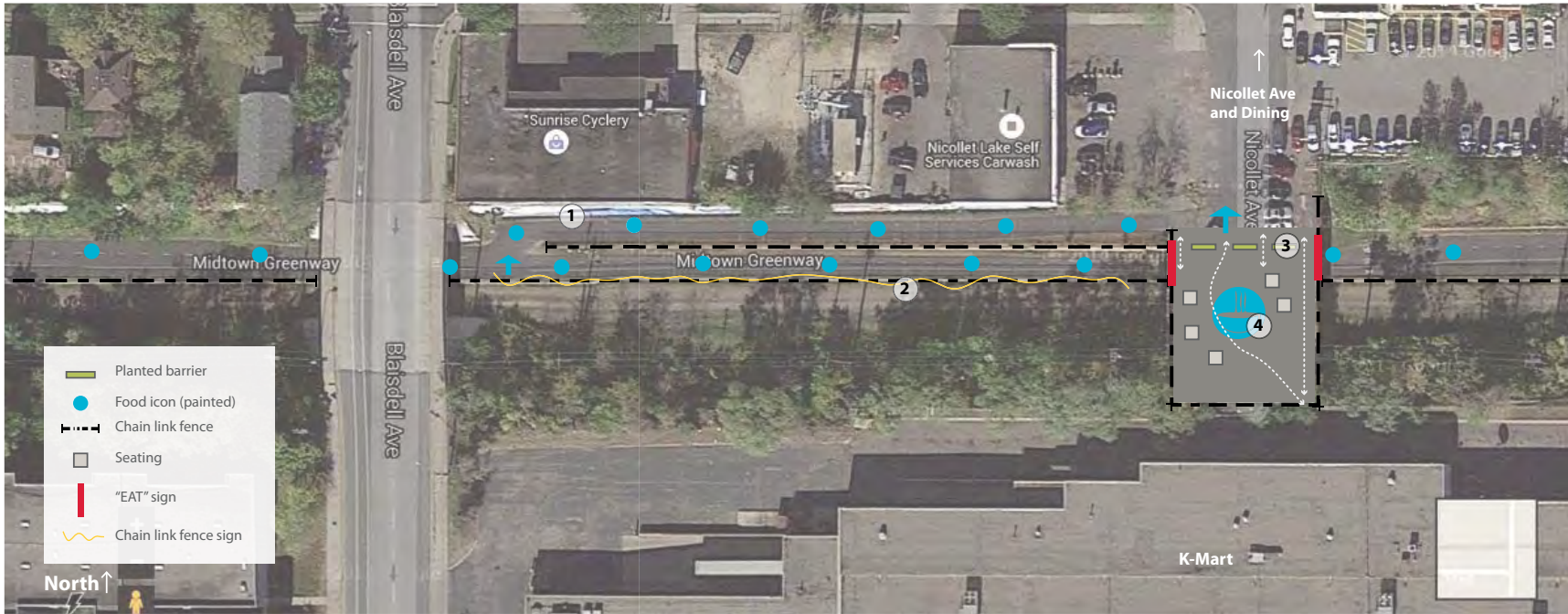
2015


Minneapolis
City of Lakes

Nicollet Ave

Design Recommendations

- 1. Painted food icons on trail**
 - Proximity of icons increases the closer one gets to the entrance of the ramp
 - Start the icons at Grand Ave bridge to the west, and at the 35W bridge to the east.
 - 2. Chain link fence sign**
 - Utilize the chain link fences used on either side of the trail to create a temporary sign, by weaving or using fence chips.
 - 3. Barricades**
 - Replace the Jersey barriers with spaced out planted barriers
 - Create a gateway, by removing some of the Jersey barriers and add paint or vinyl adhesive appliques to the remaining barriers.
 - Manage vegetation on South side of deck
 - 4. Bridge deck**
 - Add a large "EAT" sign on both sides of bridge
 - Large version of the painted icons in the center
 - Add additional seating elements
 - Place a giant bowl of noodles as an art piece seen from the trail
- Vandalism Monitoring**
- Throughout the pilot program an ongoing vandalism monitoring will occur. Not only for maintenance purposes but as part of the pilot program to determine which aspects receive the most/least amount of vandalism



Nicollet Ave

Design Recommendations

- Painted food icons on trail**
- Proximity of icons increases the closer one gets to the entrance of the ramp
 - Use the center line paint as a reference for spacing. Closest spacing 2 dashes apart. Farthest spacing 10-12 dashes apart.
 - Start the icons at Grand Ave bridge to the west, and at the 35W bridge to the east.

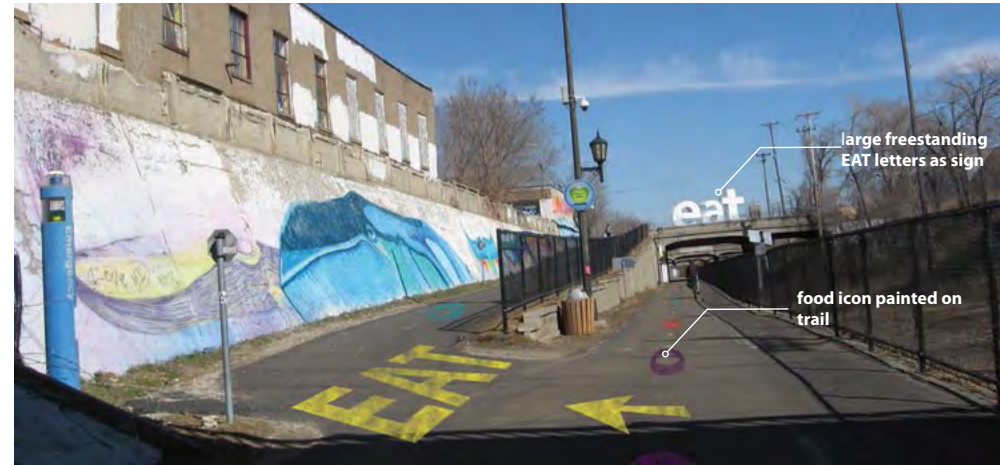
Options for icon stencil styles



A Color blocks with cutouts



B Food outlines



Potential Future Condition



Site Diagram

Nicollet Ave

Design Recommendations

Chain link fence sign

- Utilize the chain link fences used on either side of the trail to create a temporary sign, by weaving or using fence chips.



Fence chips



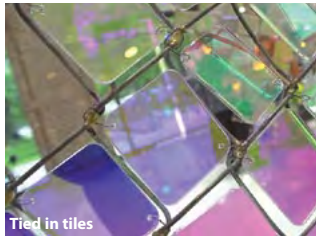
Weaving text



Fence chips



Plastic cups



Tied in tiles



Weaving designs



fence chips as destination marker, and as direction

Potential Future Condition

Cepro

Design Recommendations

Seating Elements

- Create more opportunities to sit
- Utilize portable, temporary, lounge chairs on ledge near the Greenway, a rare opportunity for people watching
- Possibility for a community engagement building the loungers
- A seating area on top of the Western hill, mimicking the swinging benches on the Eastern Hill
- Also an opportunity to expand the lounge seating area across the Greenway



Shade

- Install temporary shade structures, or plant trees to provide protection in this exposed area



Seating Precedents

Sidewalk Painting

- Adding painted on directional signage to the sidewalk next to the trail



shade structure

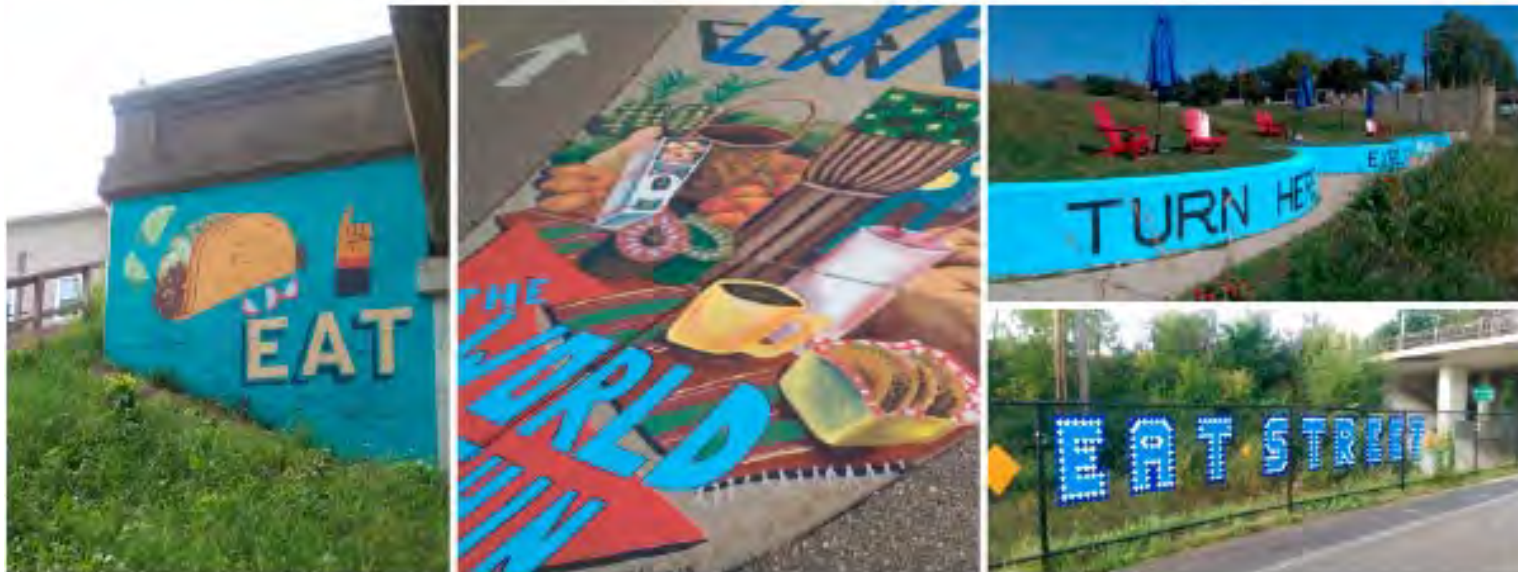
moveable lounge seating

painted sidewalks

Potential Future Conditions



VISIT LAKE STREET NEWSLETTER



MIDTOWN GREENWAY GETS NEW ARTISTIC SIGNAGE!

Have you noticed the new signage on the #MidtownGreenway?

These simple and creative design experiments - developed by the *City of Minneapolis* and the *Hennepin County Midtown Community Works* - are intended to point people on the Greenway to nearby destinations like the [Midtown Global Market](#) and the [Mercado Central](#).

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GREENWAY/EAST LAKE ST.



CIVIC PLACEMAKING

FACILITATING COMMUNITY SCALE PROJECTS

MAKE EXPERIENCES FOR PEOPLE, WITH PEOPLE

INVEST IN ENTERPRISE **DESIGN LEADERSHIP**, SKILLS, AND RESOURCES

MAKE IT EASY FOR BUSINESSES, ARTISTS, DEVELOPERS, AND NEIGHBORHOODS TO ENHANCE THEIR COMMUNITY.

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City of Minneapolis

PARKLET APPLICATION MANUAL

Spring 2015



URBAN DESIGN GROUP + PUBLIC WORKS

\$240,000 KNOWN POTENTIAL PRIVATE INVESTMENT ENABLED

CIVIC PLACEMAKING

THE CIVIC SCALE

downtown east commons

nicollet mall

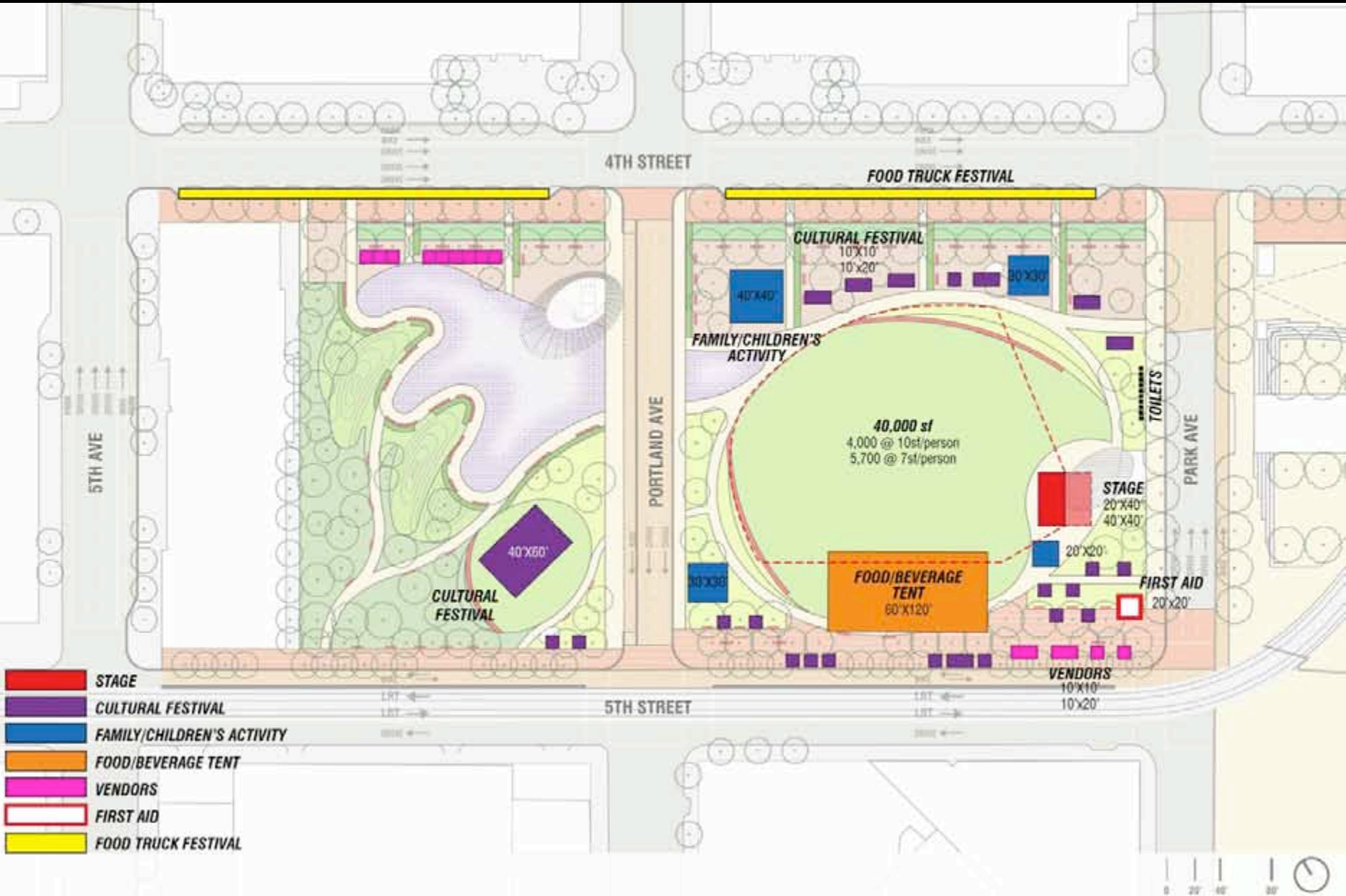
water works park



CONCEPT DESIGN



COMMUNITY EVENT SET UP



- STAGE
- CULTURAL FESTIVAL
- FAMILY/CHILDREN'S ACTIVITY
- FOOD/BEVERAGE TENT
- VENDORS
- FIRST AID
- FOOD TRUCK FESTIVAL



GREAT LAWN



WATER PLAZA / PAVILION



ENVIRONMENTAL PLAY



STORMWATER + NATIVE GARDENS



PROGRAM + GARDEN ZONES



PROMENADES & STREETS



AERIAL VIEW 1 LOOKING EAST



AERIAL VIEW 2 LOOKING WEST



GROUND VIEW 1 PARK & 4TH STREET



GROUND VIEW 2 GREAT LAWN



GROUND VIEW 3 MINNESOTA WOODLAND + PLAY



GROUND VIEW 4 WATER PLAZA SUMMMER



GROUND VIEW 5 WATER PLAZA WINTER



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DOWNTOWN EAST COMMONS



CIVIC PLACEMAKING

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INVEST IN ENTERPRISE **DESIGN LEADERSHIP**, SKILLS, AND RESOURCES

INVEST IN ENTERPRISE **REAL ESTATE DEVELOPMENT LEADERSHIP**, SKILLS, AND RESOURCES

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PEOPLE WANT TO INVEST IN THEIR COMMUNITY; YOU CAN **LEVERAGE PRIVATE INITIATIVE FOR PUBLIC BENEFIT**.

ENABLE AND ENCOURAGE **PUBLIC-PRIVATE PARTNERSHIP**, EXPAND ROLES FOR **NONPROFITS**, AND **CREATE SPECIAL DISTRICTS**

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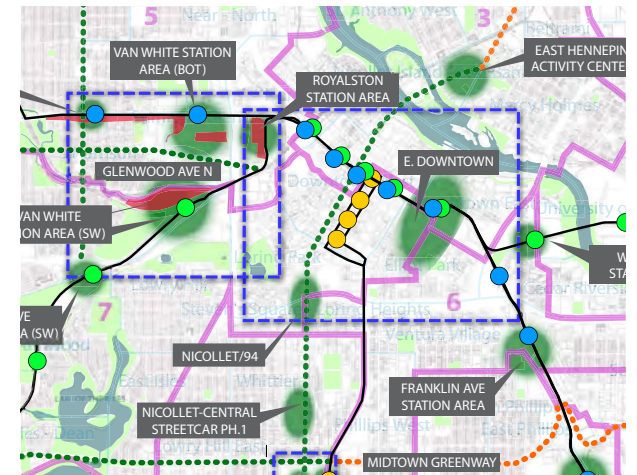
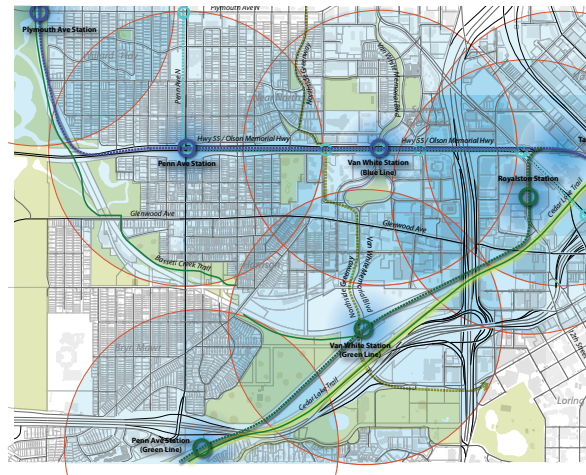
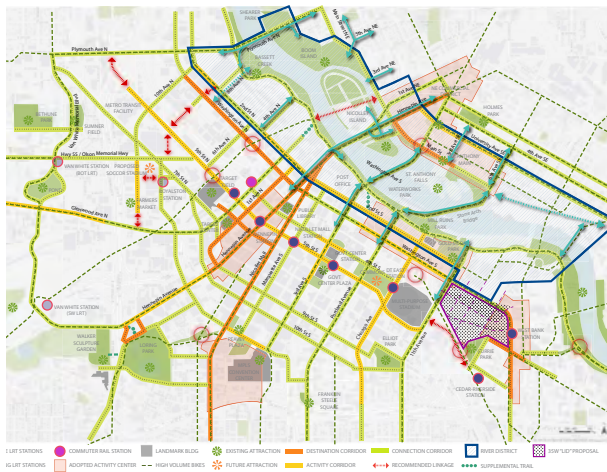
CIVIC PLACEMAKING

THE POLICY SCALE

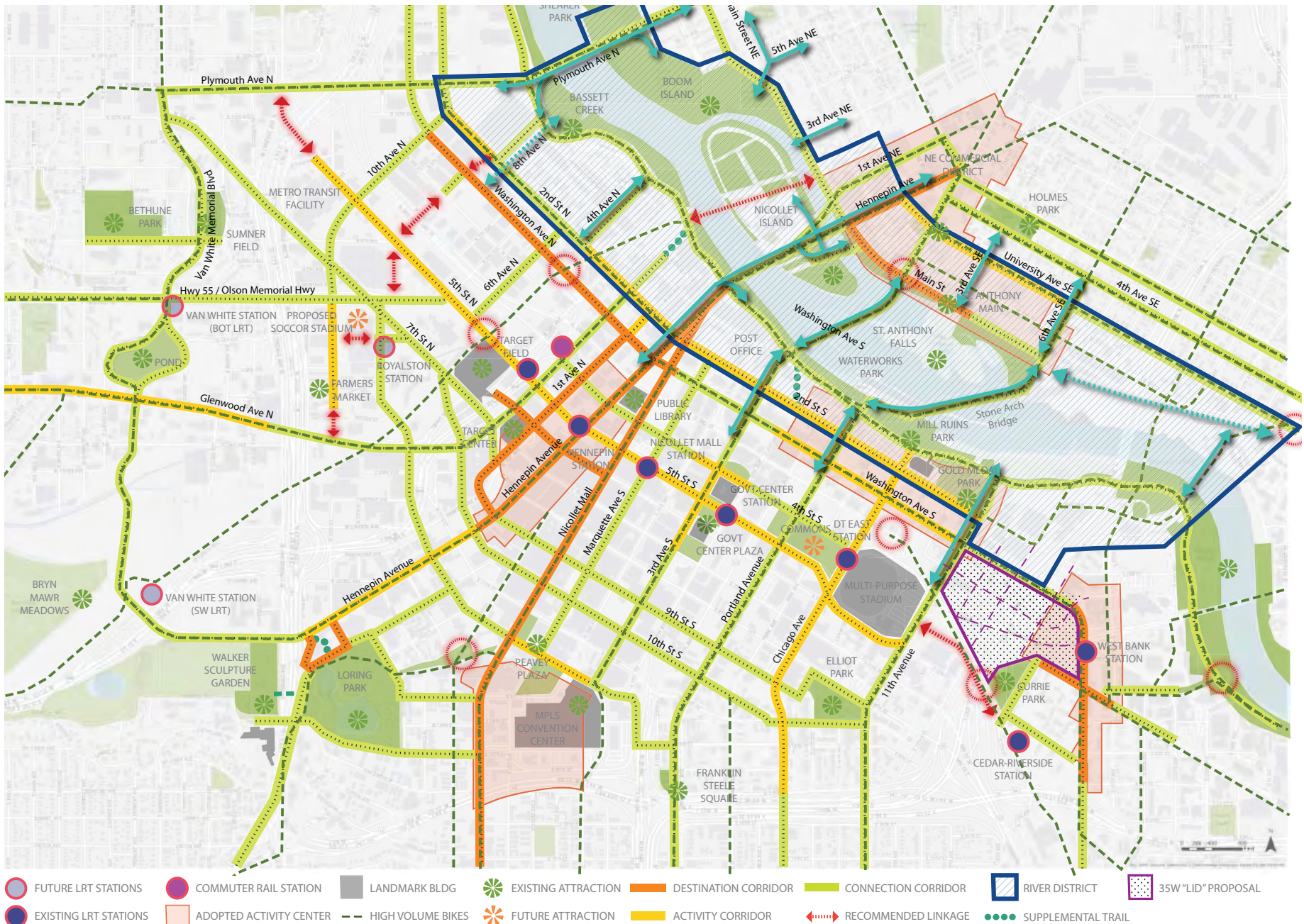
downtown public realm framework

near north strategic framework

minneapolis opportunity areas



FRAMEWORK PLAN - CORRIDORS AND KEY CONNECTIONS



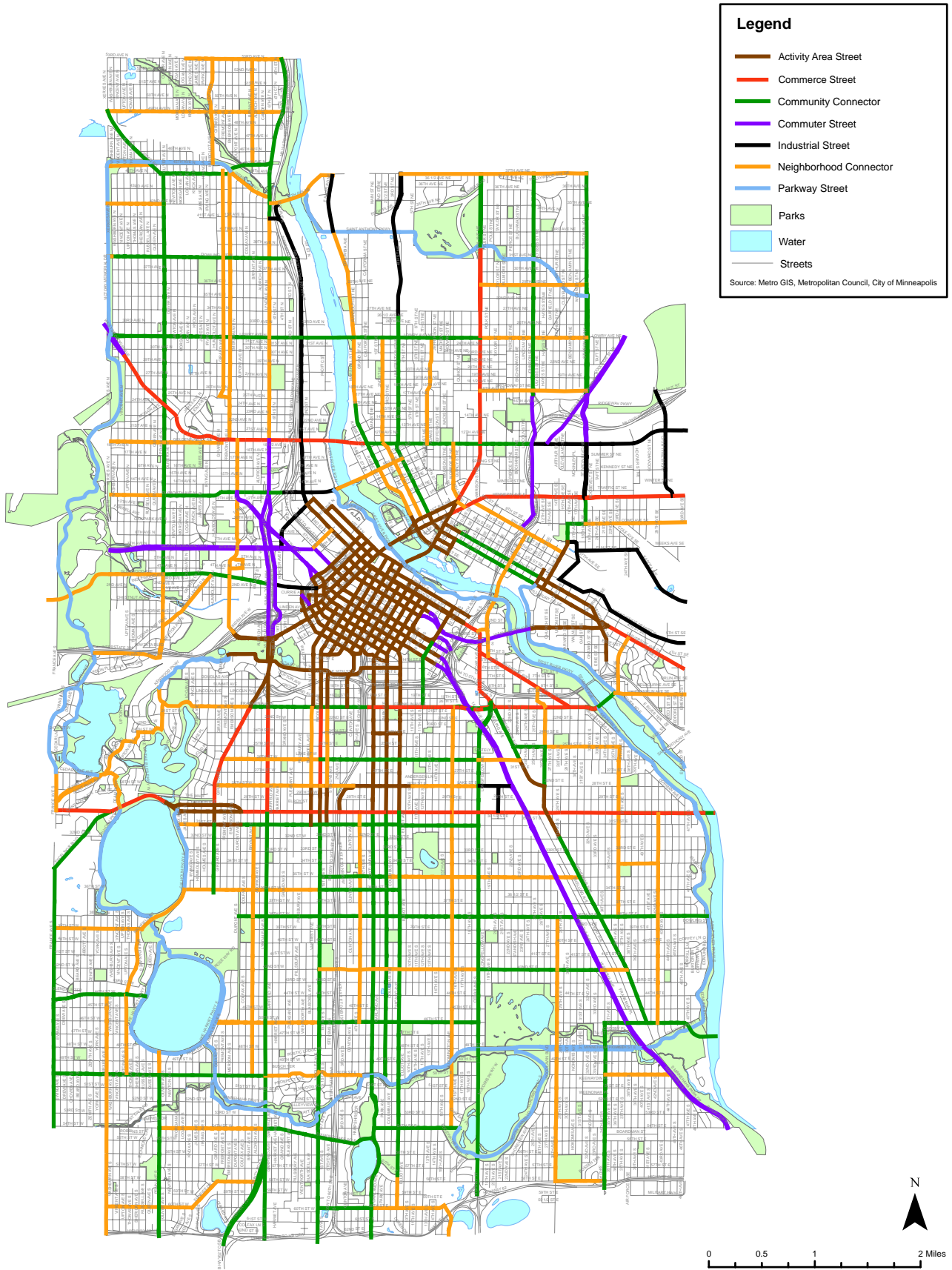
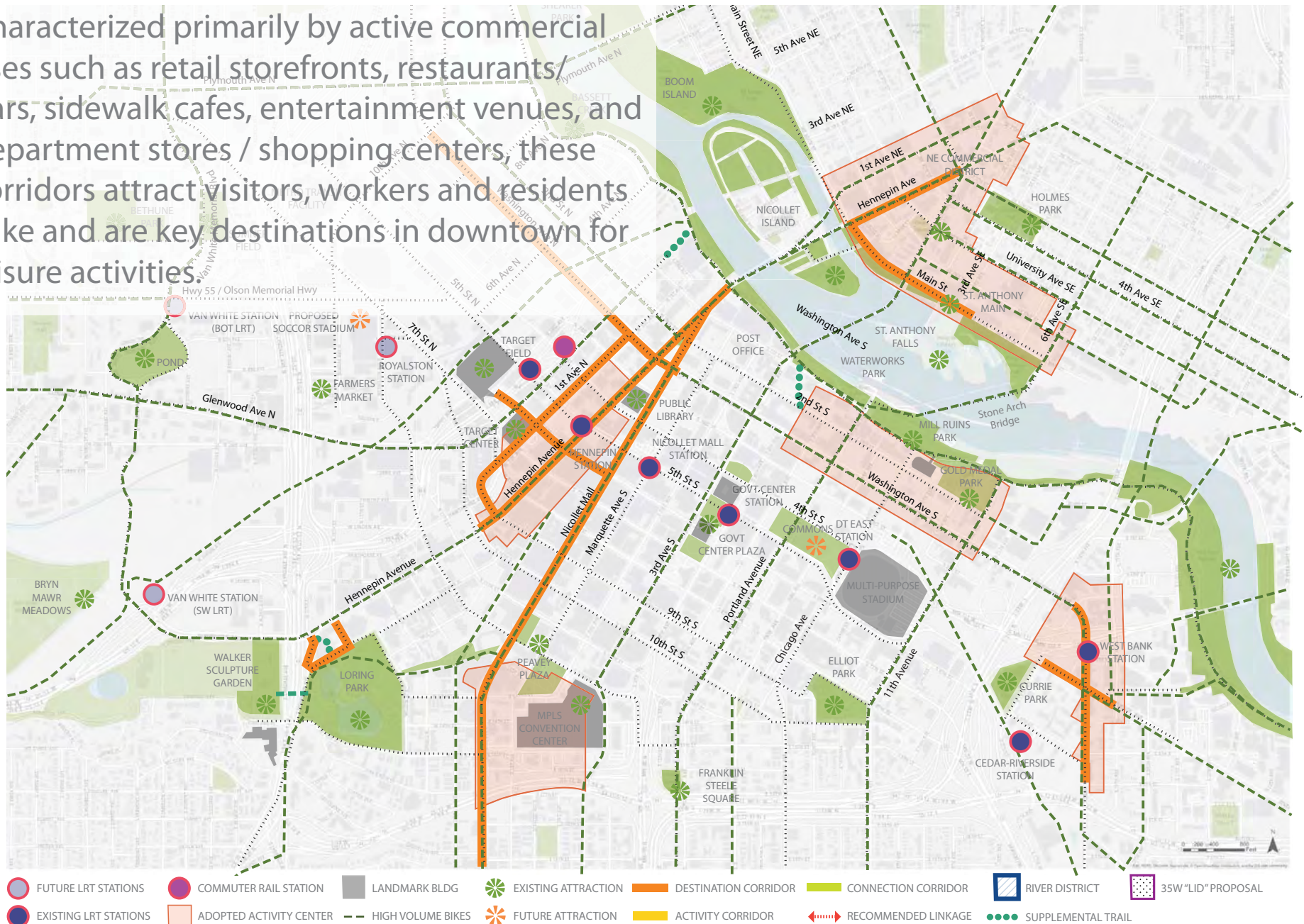


Figure 2-3 Street Design Types

FRAMEWORK PLAN - DESTINATION CORRIDOR

Characterized primarily by active commercial uses such as retail storefronts, restaurants/bars, sidewalk cafes, entertainment venues, and department stores / shopping centers, these corridors attract visitors, workers and residents alike and are key destinations in downtown for leisure activities.



FRAMEWORK PLAN-DESTINATION CORRIDOR

Ground Floor Uses:

- Retail Storefront
- Restaurant / bar
- Sidewalk café
- Entertainment venue (i.e. theater, cinema, nightclub)
- Department Store / shopping center
- Hotel Lobby
- Publicly accessible open space / courtyard / pocket-park

Example Corridors:

- Hennepin Avenue
- Nicollet Avenue S
- 1st Avenue
- Main Street SE

Design Considerations:

- Encourage continuous active uses along the entire streetwall
- Discourage building utilities/mechanical / parking / vehicular access
- High-degree of transparency / visibility between interior / exterior of buildings
- High frequency of building entrances / access points
- Activate corners with building entrances wherever possible
- Encourage taller ground floor heights (15' min)
- Minimize building setbacks (5' or less)
- Plantings should be primarily hardscape such as tree grates / raised planters / permeable pavers and spaced to allow for heavy pedestrian traffic (i.e. 6' minimum pedestrian through-way)
- Street furnishings should minimize conflicts with the flow of heavy pedestrian traffic and should allow for intermittent spaces for rest / interaction and public art.

ENHANCEMENT TOOLKIT



Community Planning & Economic Development
Phone: (612) 673-5095
[Contact Us](#)

Placemaking Hub

The Placemaking Hub is a one-stop-shop for public realm enhancement tools. It aggregates the tools available through the Public Art Program, Public Works and Urban Design. The Hub directs you to specific processes, procedures and permitting necessary for communities and neighborhoods to enhance their streets and public spaces.

- Community Planning & Economic Development** +
- [Items for Public Review](#) +
- [Business Assistance](#) +
- [Business Licensing](#)
- [Construction Code Services](#)
- [Development Services](#)
- [Employment and Training](#) +
- [Heritage Preservation](#)
- [Housing](#) +
- [Long Range Planning](#) -
 - [Planning](#)
 - [Research](#)
- >> [Urban Design](#)
 - [Public Art](#)
- [Planning and Zoning](#)
- [Public Art](#)
- [Transit Oriented Development](#)



ENHANCEMENT TOOLKIT

PARKLET PROGRAM

Parklets are an innovative and cost effective way to add public gathering space to public streets. Parklets provide amenities like seating, plantings, bike parking and public art. While parklets are typically funded and maintained by neighboring businesses, residents and community organizations, they are publicly accessible and open to all. Parklets are located in the parking lane adjacent to the curb designed as an extension of the sidewalk. Advertising and other commercial activities are not permitted in the parklet.

A parklet is a temporary space in the public right-of-way dedicated for public use. It is an expansion of the existing sidewalk designed for the public to relax and enjoy the urban environment.

Applicant Role

Liability
Maintenance
Design, Permitting, Construction and Maintenance Costs
Public Engagement/Letters of Support/Notification

City Role

Program Management
Application/RFP review
Design Review and Approval
Permit Issuance
Site Inspection
Installation of necessary Traffic devices (wheel stops, flexible bollards, traffic/parking signage or markings)

More Information

Visit the Placemaking Hub
<insert link>
or
Parklets Homepage
<http://www.minneapolismn.gov/pedestrian/>



2014 parklet at 2007 Emerson Ave N, photo by Paul Mogush

Program Objective

The program objective is to enable and empower community groups and businesses to enhance the pedestrian friendliness of their street and encourage people's engagement with the urban environment through the creation of alternative public space.

Program Goals

The goal of the parklet program is to make the City more livable, walkable, and beautiful. This program is a step towards the enhancement of the public realm using new tools and techniques.

Program Benefits

- Transform under utilized street space into vibrant public space
- Support local business communities by activating community corridors
- Foster community interaction and social engagement
- Empower more groups and entities to provide pedestrian enhancements that contribute to livability
- Attract pedestrians

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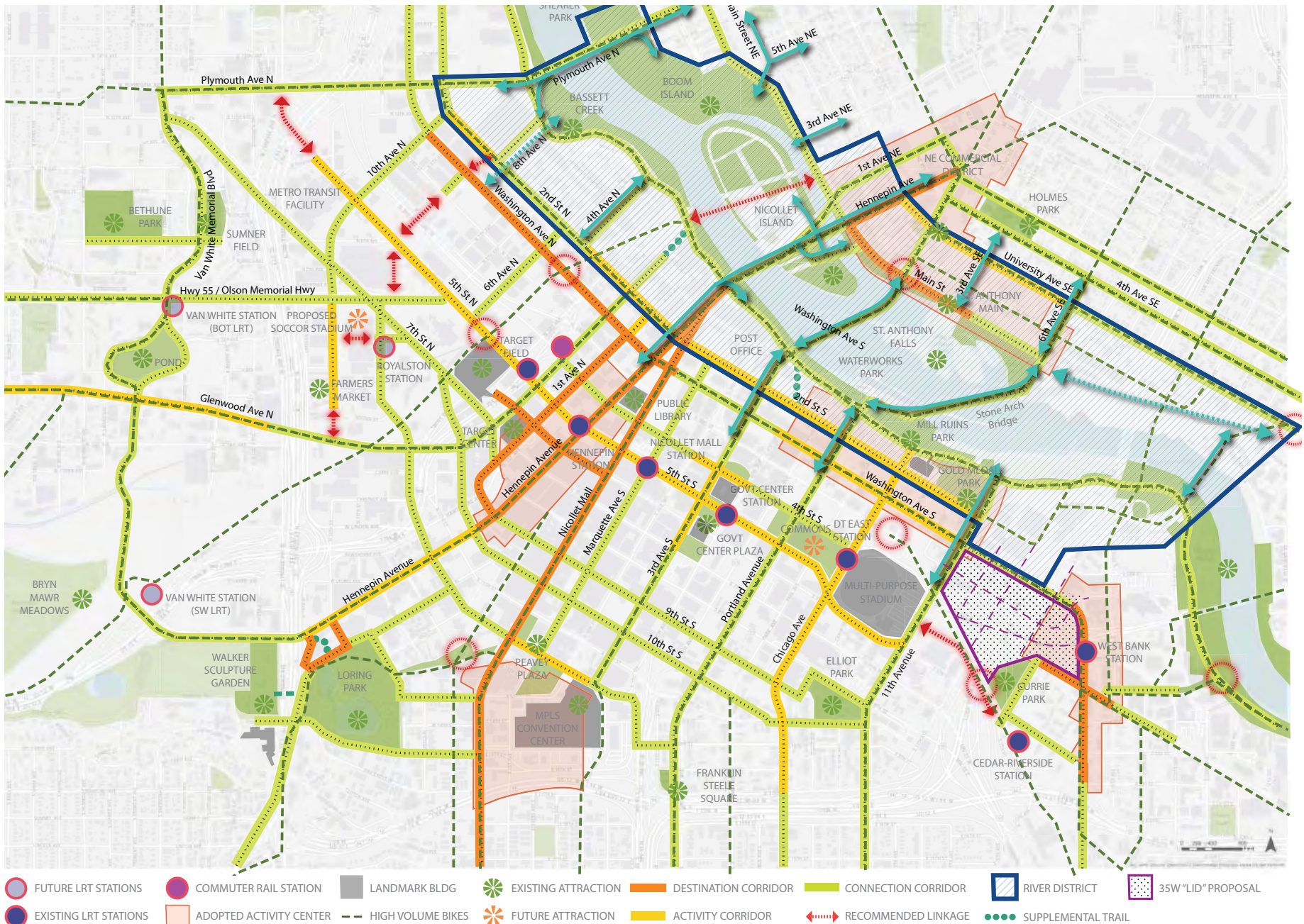
How to Utilize This Program

The Parklet program is utilized by businesses, residents and community organizations who would like an economical solution for increases public open space. The parklets offer a streetscape enhancement in the public right-of-way, without taking up limited sidewalk space, by occupying adjacent space in the parking lane... continued in more detail

Timeline ?

Parklet pre-application
Notification of eligibly
Applicant submits application
City Staff committee Review
Applicants notified of approved sites
Site visit with City Staff
Applicant submits final Construction plans
Applicant applies for encroachment and Land Use/Obstruction permit
Maintenance agreement
Construction
Construction Inspection

FRAMEWORK PLAN - CORRIDORS AND KEY CONNECTIONS



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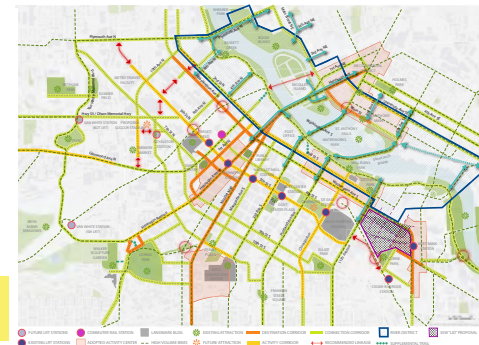
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PUBLIC REALM FRAMEWORK



CIVIC PLACEMAKING

FACILITATING POLICY SCALE PROJECTS

INVEST IN ENTERPRISE **DESIGN LEADERSHIP**, SKILLS, AND RESOURCES

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BROADEN THE DEFINITION OF “INFRASTRUCTURE” AND ADDRESS REGULATORY BARRIERS SO YOU CAN **ACHIEVE STACKED BENEFITS**

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RECOMMENDATIONS FOR ELECTED LEADERSHIP

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ENABLE AND **ENCOURAGE PUBLIC-PRIVATE PARTNERSHIP**, EXPAND ROLES FOR **NONPROFITS**, AND **CREATE SPECIAL DISTRICTS**

SECURE STABLE ONGOING RESOURCES FOR EQUITABLE ENHANCEMENT OF THE PUBLIC REALM AND STEWARDSHIP OF PUBLIC GOODS

BROADEN THE DEFINITION OF "INFRASTRUCTURE" AND ADDRESS REGULATORY BARRIERS SO YOU CAN **ACHIEVE STACKED BENEFITS**

MAKE EXPERIENCES FOR PEOPLE, WITH PEOPLE

CREATE WAYS TO **LEVERAGE ANTICIPATED CAPITAL FLOWS** TO BENEFIT THE PUBLIC REALM (TRANSPORTATION OR INFRASTRUCTURE PROJECTS, NEW DEVELOPMENT)