

35W Bridge Area: A Response



The Urban Land Institute
An Advisory Services Panel
December 4 – 7, 2007



The Urban Land Institute

- A nonprofit research and education organization.
- Nearly 40,000 members, worldwide
- Representing the spectrum of land use, urban planning and real estate development disciplines, working in private enterprise and public service

Mission:

To promote leadership in the responsible use of land to create and sustain thriving communities worldwide.



The Panel Process

- Define the scope of the assignment
- Review background materials
- Tour the site
- Interview stakeholders
- Debate, frame and write recommendations
- Make Presentation
- Produce a final report



The Panel

- ❖ Barry Elbasani, Principal, ELS Architects, Berkeley
- ❖ Mary Means, Principal, MMA Associates, Alexandria
- ❖ Marilee Utter, President, CitiVenture Associates
- ❖ Dan Glasson, Presidential Management Fellow
- ❖ Robert Dunphy, Senior Fellow, Transportation
- ❖ Maureen McAvey, EVP, ULI
- ❖ Thomas Eitler, Director, Advisory Services
- ❖ Marge Fahey, Director, Media Relations



Our Assignment

- Consider the areas around 35W bridge site
- Improve connections among neighborhoods
- Define a vision for the area
- Identify opportunities



Initial Observations

- Power of people working together
- Concern for quality of place, design, life
- Multiplicity of organizations and authorities
- Small area plans, big picture questions?
- Enormous strength of core anchors:
Downtown and University/medical centers

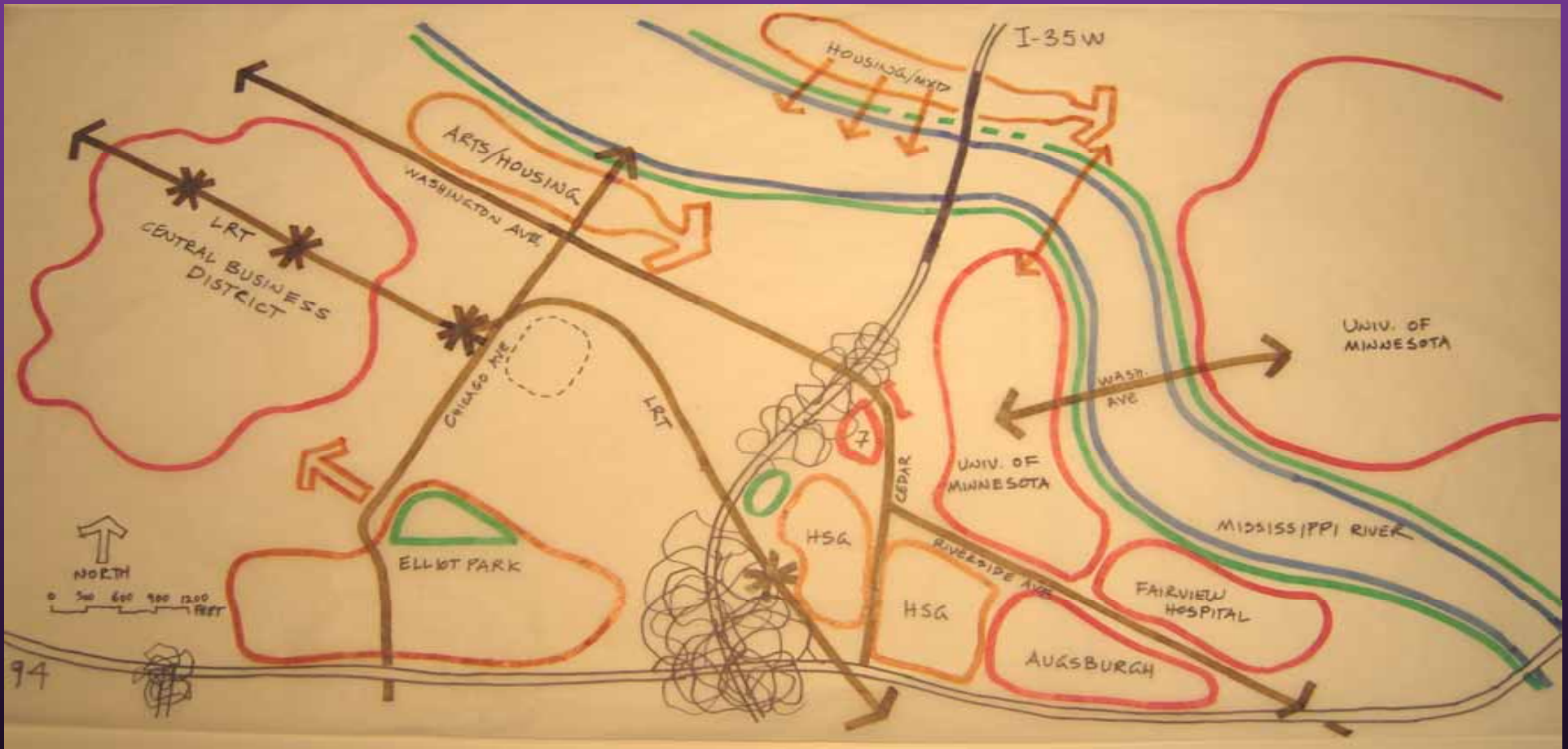


Context

- Major forces
 - University/Medical centers- 80,000 employees, students, visitors
 - Downtown- 160,000 employees
 - Neighborhoods
 - Arts, culture and entertainment
- 250,000+ workers, students, visitors move through the area daily



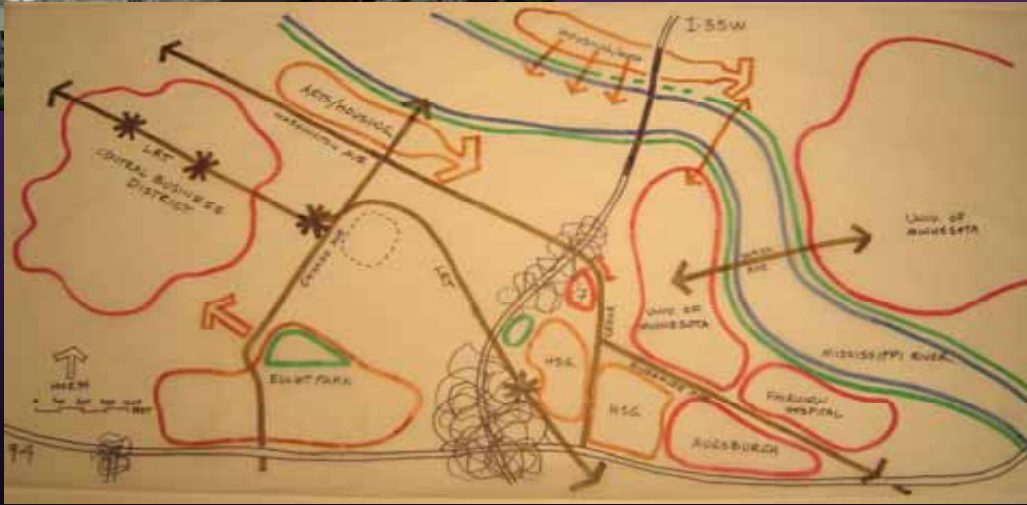
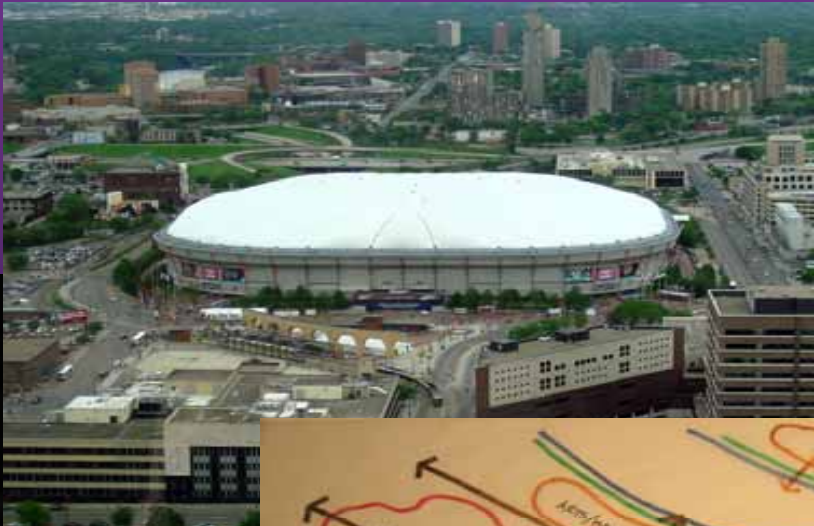
Good Decisions



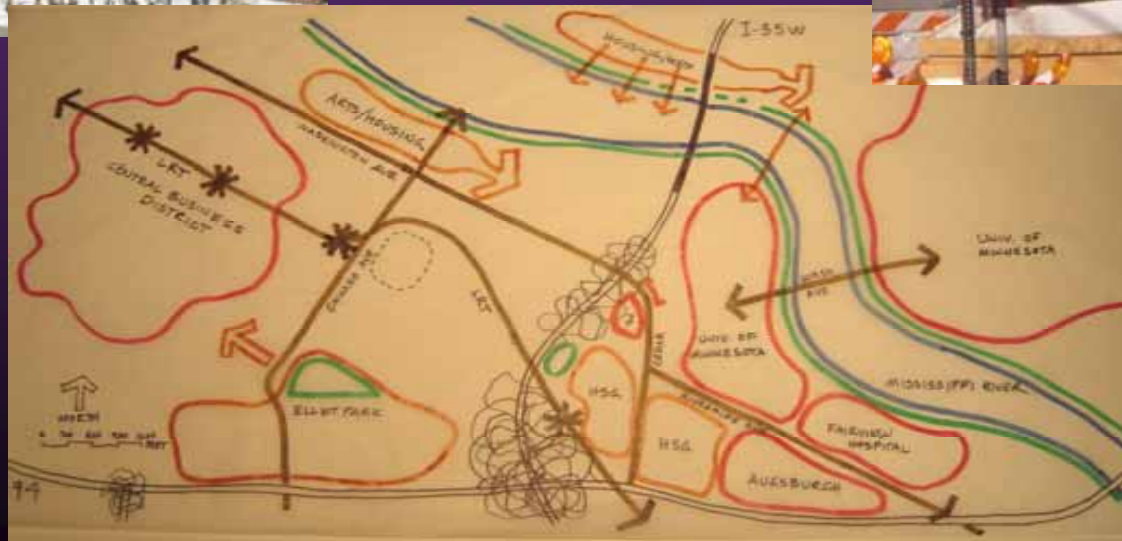
A Compact Downtown



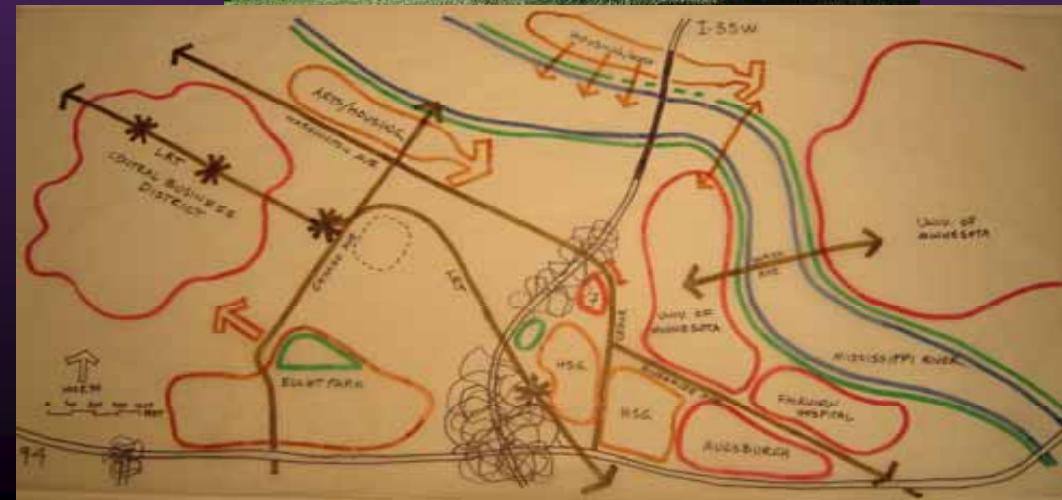
Arts and Entertainment



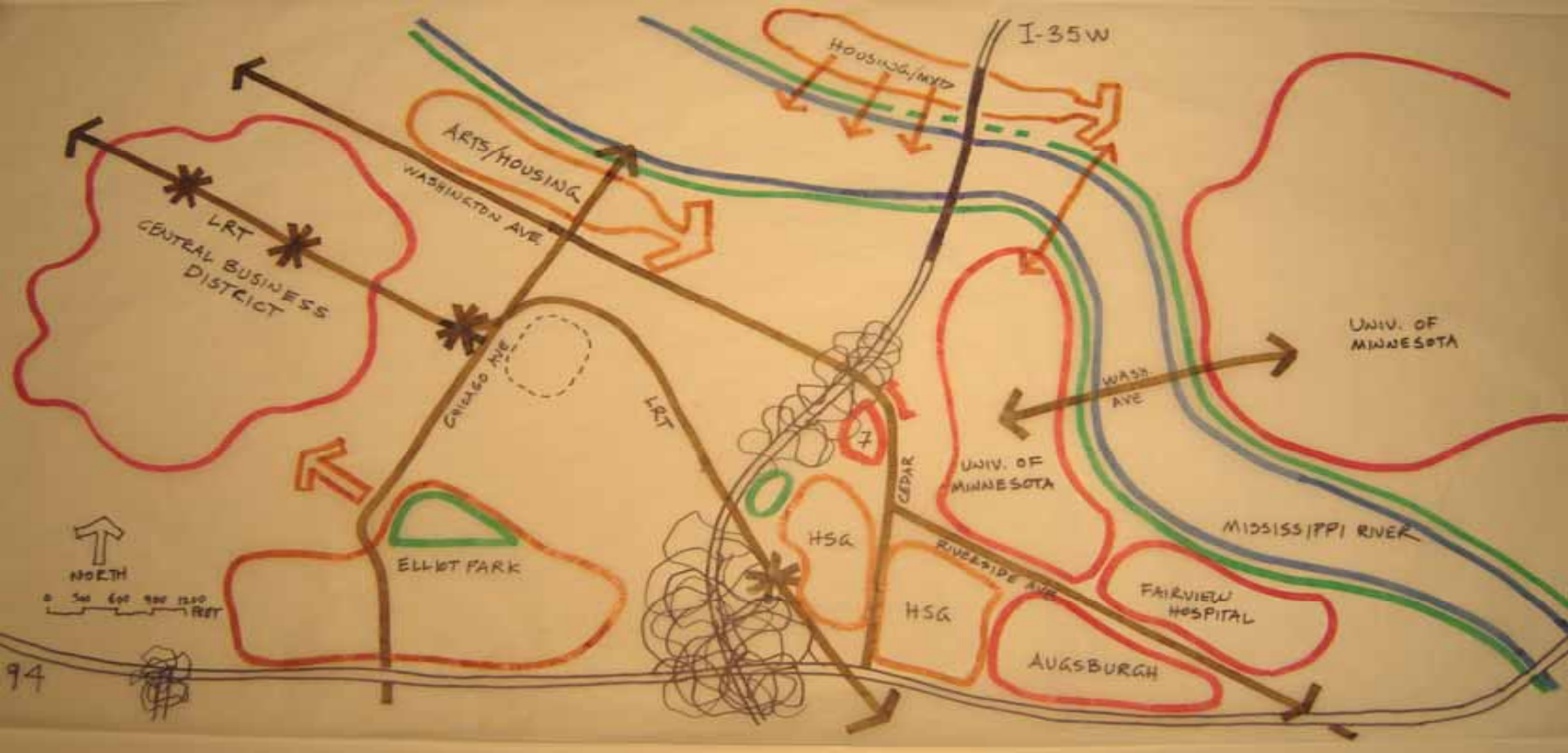
Major Institutions



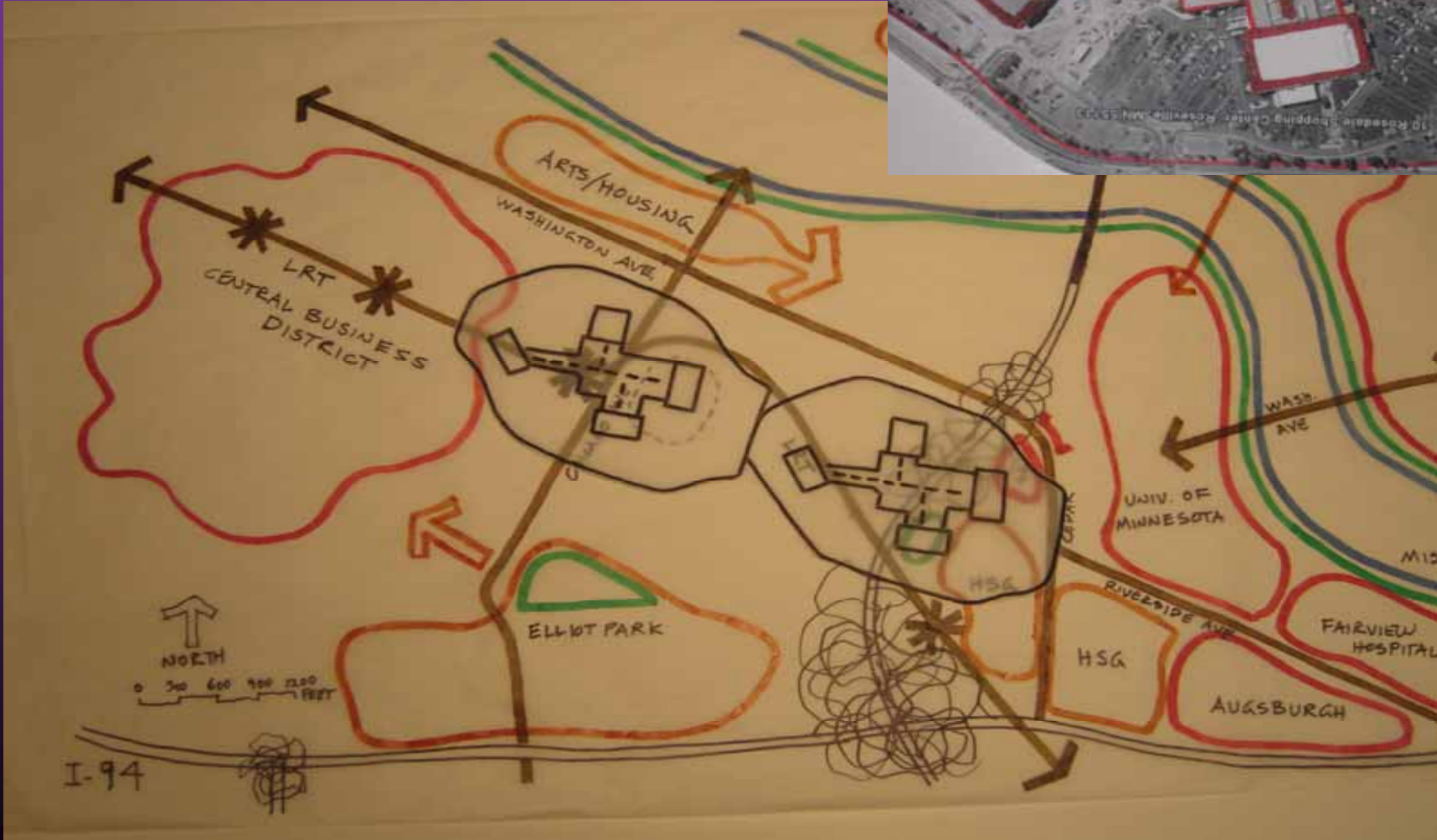
Neighborhoods



Connections?



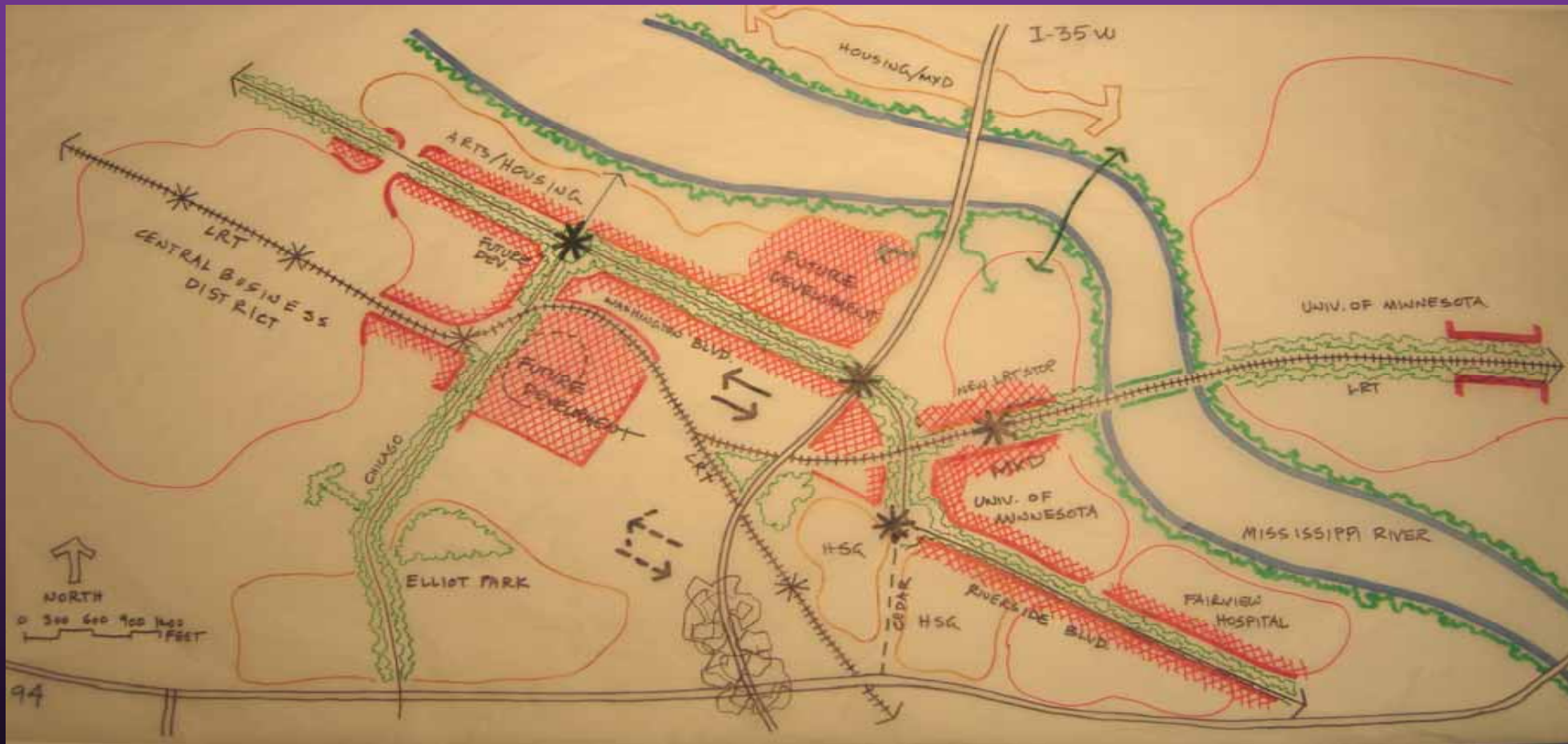
Connections



Opportunities

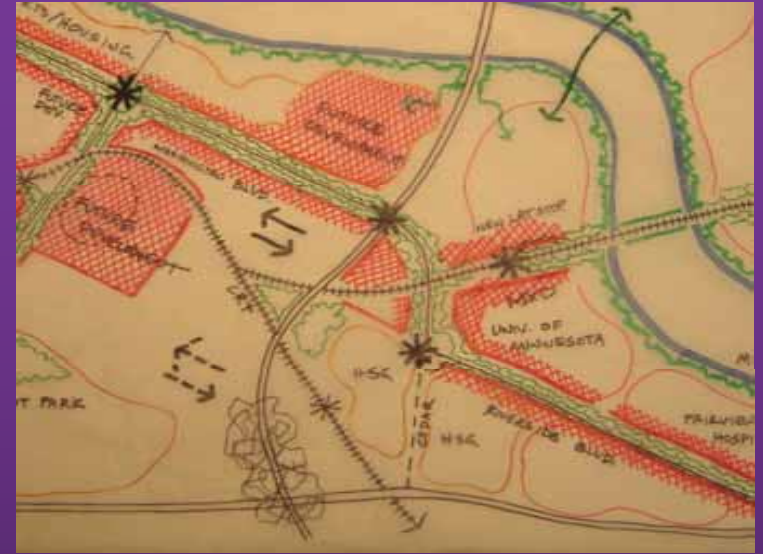


Making Midtown the Glue

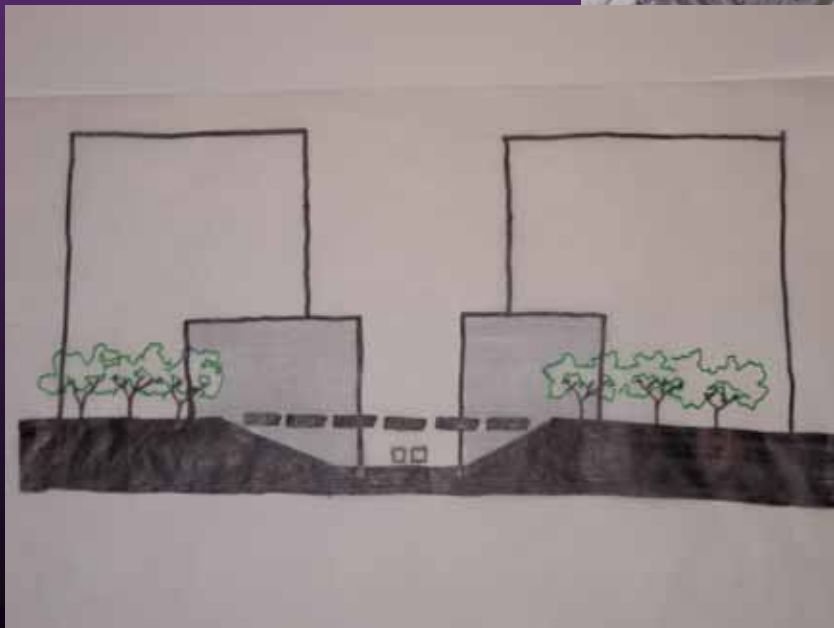
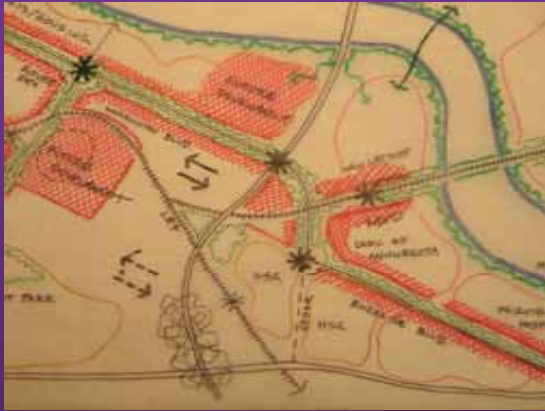


Making Midtown

- Washington Ave is key
- 3rd & 4th Streets



Seven Corners “knuckle”



Building to Reality

- Creating “cores” or “nodes” along the road



Doing It Right

- Things are happening—be proactive
- Public realm and design to link areas
- Transit station areas
- Every square foot matters



Getting there from here...connecting

- Create the puzzle box lid together
- A shared, strategic vision



Plan for success – ahead of time.

- Mix of housing choices won't happen on its own.



Communication, communication

- Celebrate each step
- Implementation takes years, people forget.
- Public pulse is the backdrop to support.



Transit-Oriented Areas



Setting Goals

- **Housing-** 18,000 units in 2005 going to 30,000 by 2020;
Goal: mixed-income, mixed-use housing near transit in Midtown
- **Office-** Goal: Need for institutional-class (A) office space for a key anchor
- **Retail & Entertainment-**
Goal: Mixture of “knot” development along Washington Ave



Setting Goals

- **University & Augsburg Expansion-**
Goal: Strengthen the relationship; foster the knowledge economy; create “investment relationships”
- **Hospital / Medical-**
Goal: better connectivity with Downtown and Midtown residential, and commerce
- **Park / Waterfront Expansion-**
Goal: Development, preservation, connections



Development Opportunities



Setting Goals



- **Development options**
- **New tax base**
- **TIF/BID Financing**
 - Nicollet Mall example
 - City and business officials collaborate on BID



Setting Goals

- Reconnecting the Urban Street Grid
 - Downtown Minneapolis Urban Freeway Study
 - Safety
 - Congestion
 - Capacity
 - Reconnect Missing Links
 - Reinforce Transit Investments
 - Popular success, development challenges
 - Station location, supportive development



Principles for the Future

1. Continue infill
2. Value and strengthen anchors
 - Downtown
 - University and medical
3. Expand diversity and mix



Principles

4. Both mixed income and mixed use
5. Recognize the river
6. Tighten up the connections

