DOWNTOWN EAST THE NEXT GENERATION
INTRODUCTION

The Greater MSP Vision

How do we attract new business to the Stadium East District in downtown Minneapolis?

The Greater MSP region has everything a business needs to thrive - from an educated workforce to an efficient transportation system and everything in between. We have superb access to higher education and vocational training as well as educational attainment rates that are higher than competing MSAs and the national average.

HIGHLY EDUCATED, HIGHEST LABOR FORCE PARTICIPATION RATE, BEST QUALITY OF LIFE

Unique Opportunity

What are the important goals to lead to a successful transformation of the district?

The Minneapolis Stadium East District sits amidst a convergence of activity and vibrancy between the University of Minnesota and the downtown core of businesses. Numerous attractions and large event spaces (highlighted in pink below) draw millions of visitors each year to Minneapolis and through this district. Numerous additional civic, institutional and cultural attractions ring the district to create a unique and cohesive mix of vibrant uses. Well-connected with open space, transit, streets and bikeways, the entire district has an opportunity to grow in a way which promotes livability, walkability, sustainability and vitality.
Like many cities, Minneapolis developed around a major water resource. Unlike most other metropolitan centers, Minneapolis did not use its waterway primarily for transportation. Instead, the falls of St. Anthony along the Mississippi River were harnessed to create power for what was to become the most important milling complex in the nation.

The falls of St. Anthony is the only major waterfall on the Mississippi River. Named by the Belgian missionary Father Louis Hennepin in 1680. Although the waterfall's fame attracted explorers such as Jonathan Carver and Zebulon Pike, the district was the area's waterpower potential that led to its initial development. The town of Minneapolis developed alongside the west bank of the river and by 1856 had swelled to over 1500 inhabitants, contrary to the 300 people living there two years before.

During the 1860s, flourmills began to replace sawmills as the principal industry using the power of the falls. By 1880, the twenty-seven mills of Minneapolis were producing over two million barrels of flour annually, making Minneapolis the largest flour center in the nation, a title the city held until 1930. In 1882, a new phenomenon, the nation's first hydroelectric plant, furnished lighting for the city's business district. The falls once again served a new function – generating electricity rather than direct power to the town and mills.

Today, the district includes both the East and West Side Milling Districts, in addition to various homes, commercial buildings, significant bridges and elegant churches. The Pillsbury A Mill, a six-story limestone structure, was the largest mill in the world at the time of its completion in 1881.

This rich history of Economic Drivers and Transit connections has set the stages for decades of growth opportunity within Minneapolis and the Stadium East District.
DOWNTOWN EAST DISTRICT

STRATEGIC VISION

TRANSPORTATION

WAREHOUSE DISTRICT
5TH STREET SE DISTRICT
9TH STREET SE DISTRICT
ST. ANTHONY FALLS DISTRICT
1920 STREETCAR LINES
1920 RAILROAD NETWORK
UofM CAMPUS 1920
CURRENT HISTORIC DISTRICTS
1920 PARKS
CURRENT STADIUM EAST DISTRICT

OVERVIEW
TRANSIT
ECONOMIC DRIVERS
Italianate Warehouse District grew to about 300 warehouses by 1920.

Historic Mills District was the primary industry of Minneapolis and led to the nickname Mill City.

Minneapolis’ streetcar system was nationally recognized for being efficient, affordable and reliable. In 1920 the network carried 280 million people.

Historic Elliot Park neighborhood was a diverse working class population. The row house was first introduced to Minneapolis in Elliot Park.

1680 Father Louis Hennepin named the Saint Anthony Falls which powered Minneapolis’ industrial development.
The context surrounding the Stadium East District has undergone incredible transformation over the past decade. It’s imbedded within the downtown core and integrated with a huge range of uses which draw millions of people to downtown throughout all seasons and times of day. Access to this tremendous fluctuating population provides opportunity to attract new businesses and to strengthen existing ones.

Capitalizing on the 24/7/365 vibrancy of Minneapolis is key to the success of this district. The following pages illustrate a clear understanding of who’s living, working, playing, learning, and entertaining the population, as well as all of the necessary civic and institutional functions within a 20 minute walk of the core of Stadium East.
TRANSIT-BIKES

MISSISSIPPI RIVER

DOWNTOWN EAST DISTRICT  STRATEGIC VISION
RESIDENTS

ELLIOT PARK
7,586 RESIDENTS
18,776 PP PER SQ MI

DOWNTOWN WEST
5,427 RESIDENTS
7,150 PP PER SQ MI

DOWNTOWN EAST
1,230 RESIDENTS
3,205 PP PER SQ MI

NORTH LOOP
2,550 RESIDENTS
4,239 PP PER SQ MI

NICOLLET ISLAND
Total Downtown Population: 36,500
7% in 2012
Goal to increase to 70,000 by 2025

LORING PARK
5,857 RESIDENTS
12,960 PP PER SQ MI

CEDAR RIVERSIDE
6,567 RESIDENTS
11,964 PP PER SQ MI

MISSISSIPPI RIVER

UNIVERSITY OF MINNESOTA
5,430 RESIDENTS

DOWNTOWN Population: 36,500
9
SPORTS

TARGET FIELD
3.3 MILLION/YEAR

VIKINGS STADIUM
2.3 MILLION/YEAR

TCF BANK STADIUM
1 MILLION/YEAR

TARGET CENTER
1.2 MILLION/YEAR

CONVENTION CENTER
27 MILLION/YEAR

ACTIVITY LEVEL

0 24

MISSISSIPPI RIVER
## Real Estate

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How do we create a vision without knowing what the future holds?

The New York City Commissioners Plan of 1811 was the first framework vision plan for the city and has guided development for the past 200 years. Without this initial vision and framework plan for the future the city would not have developed in a way that integrates development opportunities, parks and open space, and walkable streets, creating one of the most vibrant cities in the world. The green line on the plan at the left shows development as of 1811, and an aerial view (lower left) shows the view today.

What kind of city do we want?
Convergence

The district is made up of 3 distinct and defined neighborhoods within downtown Minneapolis. Based on existing uses, planned developments, and surrounding assets, a concept for future development could be loosely framed around a blend of 3 uses. Corporate expansion from the downtown core, a Live.Work.Play zone with a blend and mix of residential/corporate/entertainment uses, and an opportunity for an innovation zone --- with proximity to high-speed fiber optic network, data centers/super computers, and the University of Minnesota.
Linking to the historic and vital Mississippi River corridor through open space/bike/pedestrian improvements is a core concept for new development in the district. Enhanced green corridors along Park and Portland, and more urban plaza streets along 5th and Chicago create strong north-south connections through the district to the river. A key east-west connection, a new 5th Street bikeway interweaving with light rail, connects the downtown core to the Cedar-Riverside neighborhood and the U of M beyond. A new way to create a skyway loop east from downtown through the new Vikings Stadium now exists and will provide an opportunity to re-conceive the notion of indoor/outdoor, and street/second level space for people.
SKYWAYS AND TRANSIT

OUTSIDE SKYWAY
OPPORTUNITIES
OCCUPANCY SITE 1-9

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SURROUNDING BUSINESS:
- Washington Hotel
- Mill City Museum
- Spoonriver (restaurant)
- Guthrie Theater
- Hotel Minneapolis
- Izakaya (restaurant)
- Whitney Hotel MPLS
- Dunn Brothers Coffee
- The Depot
- Tiger Oak Publishing
- Adsoka Inc. (advertising)
- Periscope (advertising)
- Original Baseball Hall of Fame
- JJ’s Coffee & Wine Bistro
- University of Minnesota
- Maxwell’s American Pub
- Elizabeth B Bowling PLaCC
- Minneapolis Grain Exchange

BACK TO OPPORTUNITY PLAN
## OPPORTUNITY SITE 10-22

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**SURROUNDING BUSINESS:**
- North Central University
- Segue Cafe
- Avis
- Hilton Garden
- Great American Grill
- Band Box Diner
- Hotel Ivy
- CVS Pharmacy
- University of Phoenix
- Best Western Plus
- Aspen Suites
- Windows On 4th
- Pat Dalbey Design Studio
- Lou Ann’s (restaurant)
- Star Tribune
- Drake Hotel

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Back to Opportunity Plan
OPPORTUNITY SITE 23-28

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SURROUNDING BUSINESS:
- Vikings Stadium
- Verizon Enterprise
- Vaultas (IT)
- North Central University
- Deli Doctors
- East Side Sports Academy
- NEC Cafe
- East Village Grill
- Earthlink (ISP)
SKYWAYS AND TRANSIT
STREET CHARACTER
VISION PLAN
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