35W Bridge Area: A Response

The Urban Land Institute
An Advisory Services Panel
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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
Focus Area

Legend
Blue Circle – East Downtown
Orange Circle – Cedar Riverside

I-35W Bridge Collapse
Univ. of Minn. Campus
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
Making It Whole

- Metrodome site
- Mills area
- South riverfront
- Chicago and Washington
- Knuckle area
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