

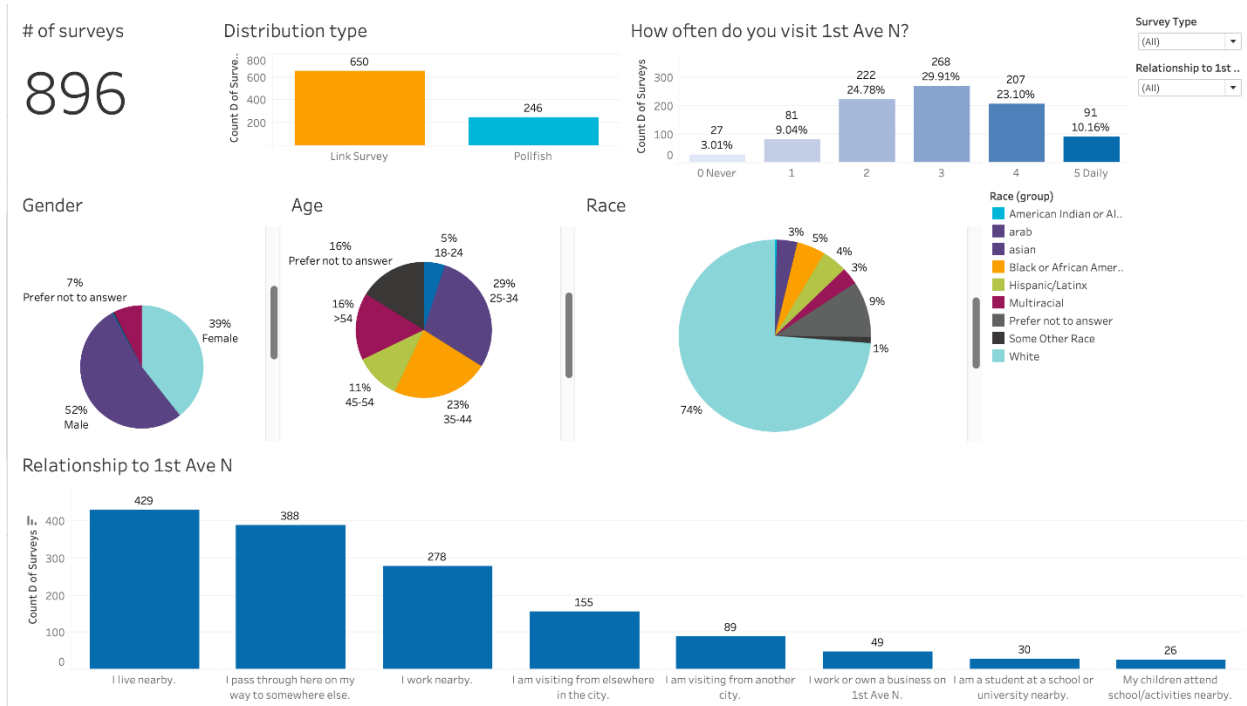
### **Phase 1 Engagement Appendix**

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Appendix A

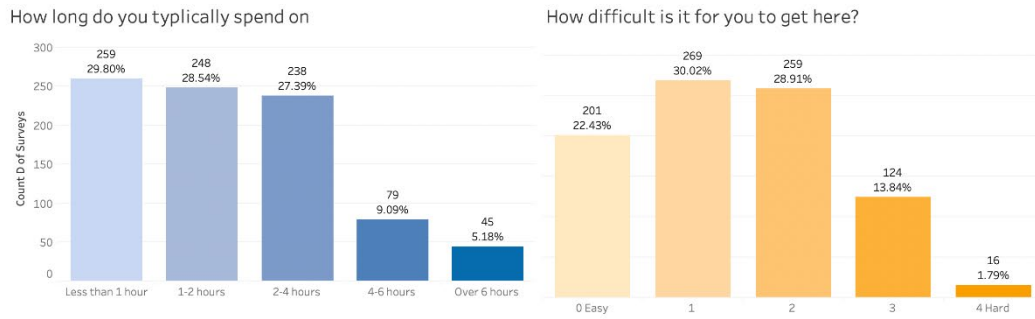
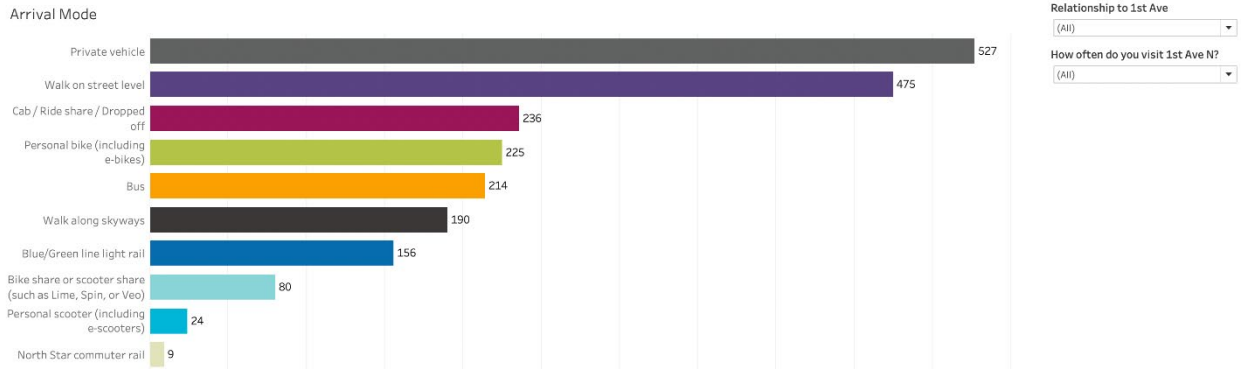
Online Survey Full Results

1. Overview



- a. Sentiments from survey respondents generally confirm what we heard in open house conversations.
- b. There are not huge shifts in responses between different demographic groups or user types (people who live nearby vs. those who work nearby) — there seems to be a general consensus on what people perceive as challenges today and what they want to see on the avenue in the future.
  - i. The exceptions to this are respondents who are students or visiting from a nearby city, who were more likely to value public, community centric public events in their aspirations for the future of 1st Ave N.

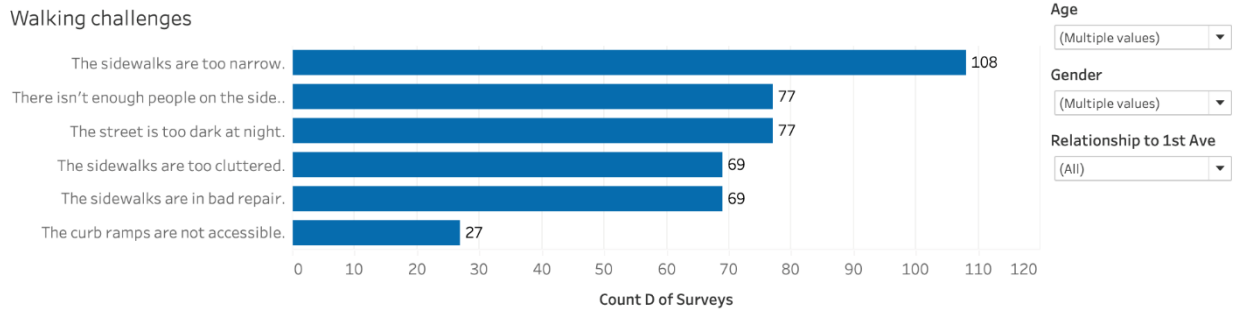
## 2. Getting to 1st Ave N



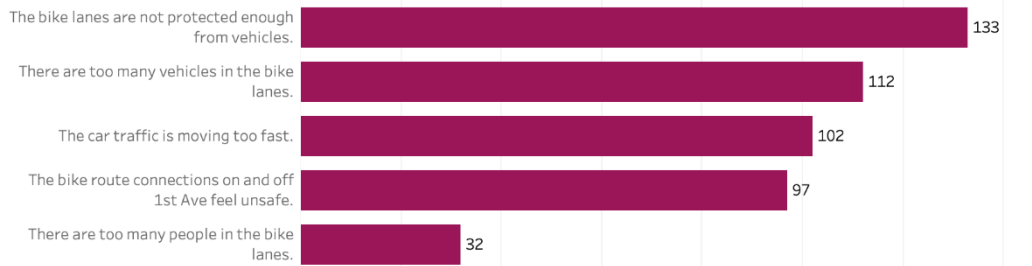
- While most people drive to 1st Ave N, a high share also walk, take the bus or bike.
- Most people perceive that it is easy to get to 1st Ave N today.

### 3. Access Challenges

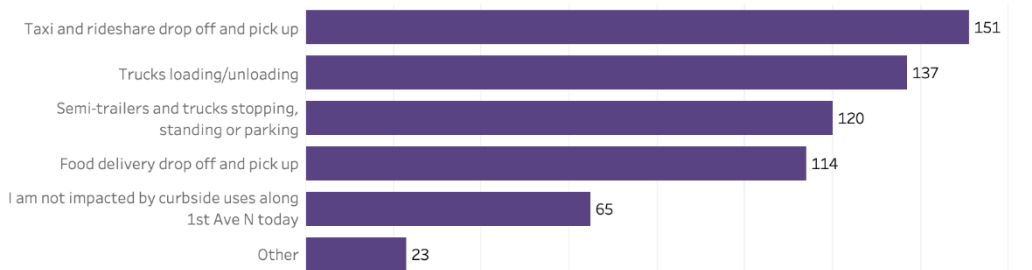
#### Walking challenges



#### Biking challenges

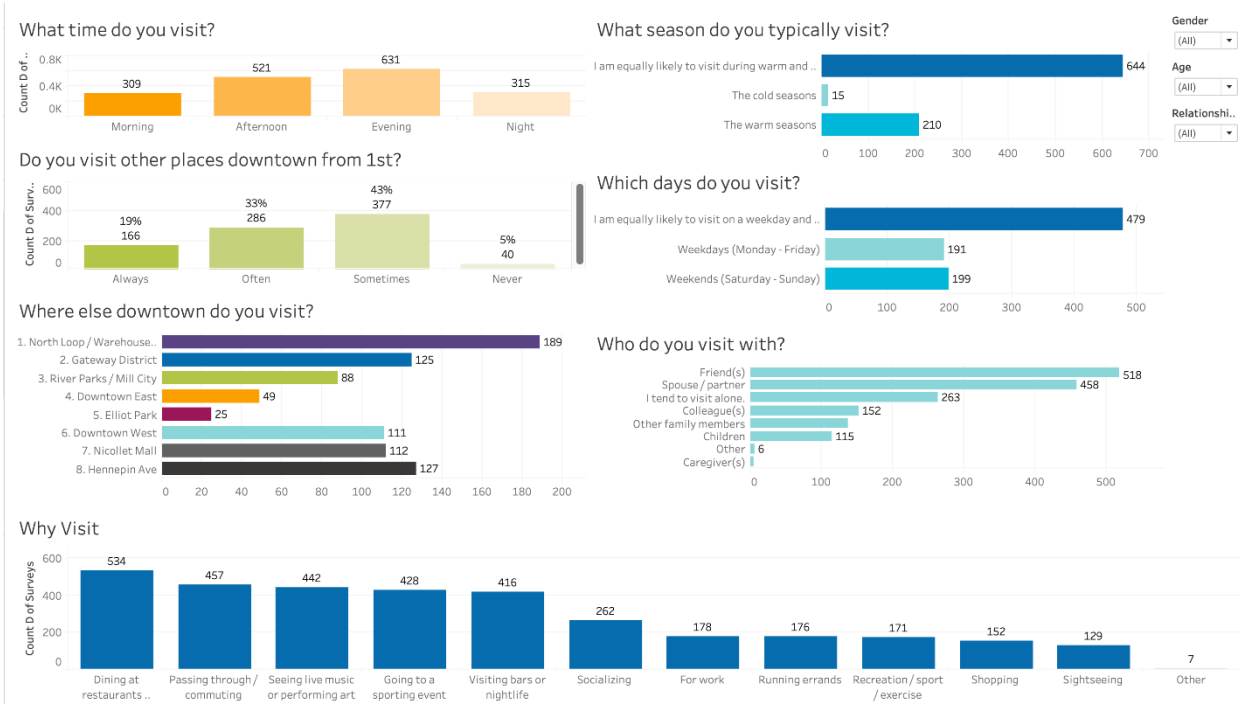


#### Curbside challenges



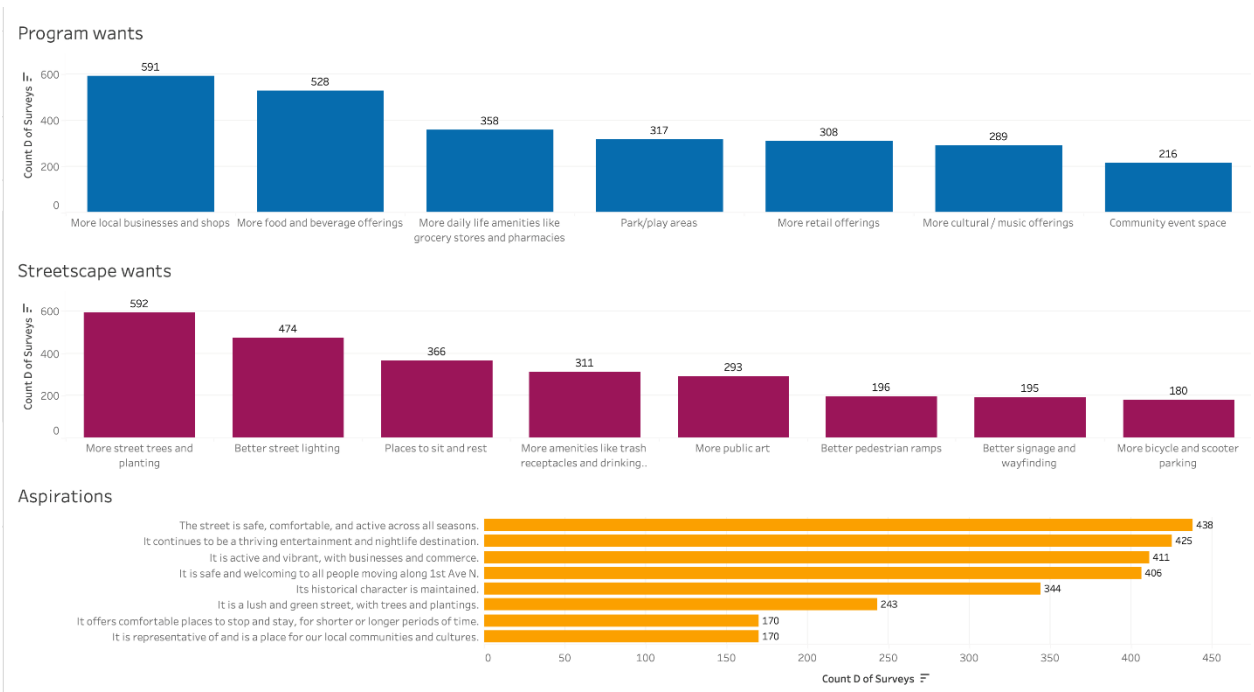
- a. Insufficient sidewalk space and a negative safety perception are the main challenges reported for pedestrians.
- b. Conflicts between bikes and vehicles, including lack of protected cycling infrastructure, vehicles in the bike lane, and nearby car traffic moving too fast, are the top challenge reported for people bicycling.
- c. Conflicts with passenger, cargo, and delivery loading are the main curbside use challenges.

#### 4. Visitorship



- Most people visit in the evening and afternoon — the morning and night time see similar low shares of respondents visiting.
- North Loop is the most prevalent downtown location people also visit when they come to 1st Ave N. There is a direct relationship between the proximity of a downtown location to 1st Ave N and how likely respondents are to visit.
- 1st Ave N is a social place! Most visitors come with friends or spouses/partners. However, a sizable minority, 30%, of respondents tend to visit alone.
- 4% of top 5 reasons for why people visit 1st Ave N confirm its reputation as a music, sports, and nightlife destination.

## 5. Aspirations + Vision



- a. People want to see more local businesses and shops and more food and beverage options along the corridor.
- b. People aspire for a street that is welcome, comfortable and active. They also want to see a corridor that thrives as a destination for entertainment and nightlife and is vibrant with business and commerce. Safety was an underlying theme included across a number of respondent’s top-ranking aspirations.
- c. ‘More street trees and planting’ was the highest-ranking amenity people would like to see as part of the streetscape redesign.
  - i. The second highest ranking streetscape improvement was “better street lighting.” We know from in-person engagement that a desire for better street lighting strongly correlates with a negative safety perception. Quotes from the open-ended survey responses further confirm this.

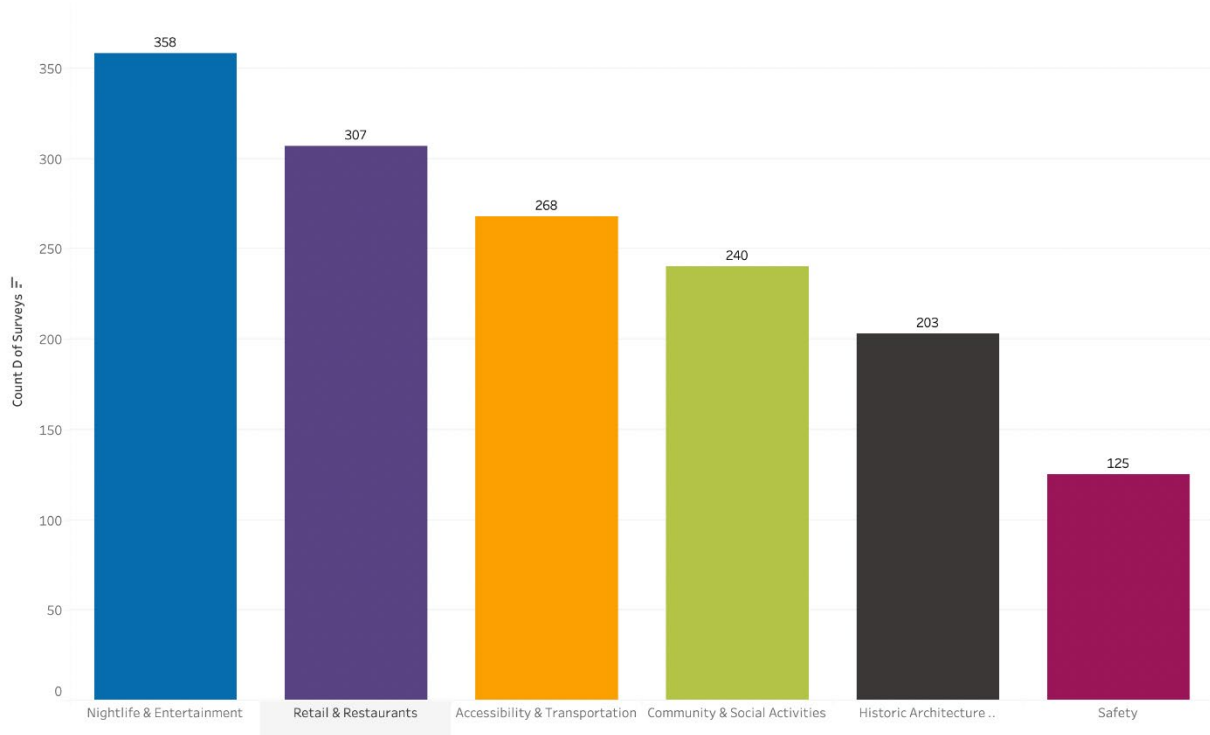
## 6. Open Ended Questions

- a. We used a natural language processing algorithm to analyze the prominent overarching themes in survey respondents’ answers to open ended questions.
  - i. **What's the best thing about 1st Ave N today?** When asked what the best thing about 1st Ave N today was, the top three themes for responses were: Nightlife and Entertainment, Retail and Restaurants, and Accessibility and Transportation.

The rest of the responses were categorized between Community and Social Activities, Historic Architecture and Cultural Significance, and Safety.

- ii. Below, we've noted key characteristics associated with each thematic category and an example quote for each.

Themes: What's the best thing about 1st Ave N today?



Rank	Theme	Key characteristics noted	Example quote
1	Nightlife & Entertainment	Respondents appreciate the density of venues, specifically the Target Center and 1st Ave.	<i>"There are places to go and visit! I like that there is nightlife, and sporting events nearby."</i>
2	Retail & Restaurants	Responses appreciated the density of restaurants and bars, as well as their proximity to entertainment venues.	<i>"The best thing about 1st Ave is the businesses along it. Places like First Avenue, the Loon Cafe, Runyons, and Red Cow make the street the place to be"</i>
3	Access & Transportation	Respondents appreciated the Avenue's role as a central	<i>"Location! Right between two stadiums and the light rail / river."</i>

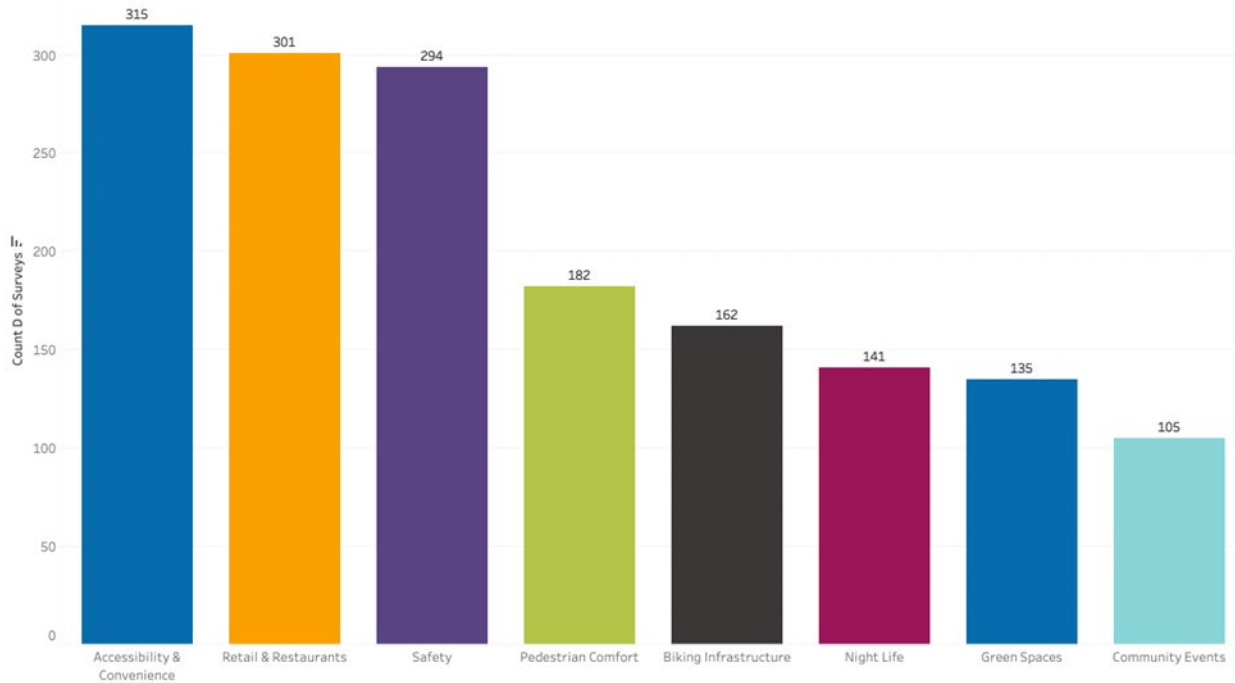
		downtown connector and its multimodality.	
4	Community & Social Activities	Respondents appreciated how vibrant 1st Ave N is during events.	<i>"The community and the people that live here and live along 1st ave that make you feel welcome"</i>
5	Historic Architecture & Cultural Significance	Respondents appreciated the historic buildings, long running venues, and the murals.	<i>"One of the only parts of downtown where the historic architecture has been maintained."</i>
6	Safety	Respondents often mentioned a negative perception of safety when describing what they saw as the best part of the street today	<i>"Nightlife, but sometimes sketchy, safety could be improved"</i>

- iii. **What is something you wish you could do on 1st Ave N that you can't do there today?** There is an overlap in the themes surfaced when we asked people their favorite part of the avenue today and things they currently can't do there but wish they could. The top three themes for responses to this question fell into the categories: Access and Convenience, Retail and Restaurants, and Safety. The



rest of the responses were categorized between Pedestrian Comfort, Biking Infrastructure, Green Spaces, Nightlife, and Community Events.

Theme: What do you wish for the future of 1st Ave N?



iv. Below, we’ve noted key characteristics associated with each thematic category and an example quote for each.

Rank	Theme	Key characteristics noted	Example quote
1	Access & Convenience	Respondents want to see safer and clearer access, regardless of mode.	<i>“Clearer understanding of ped and traffic operations at LRT crossings, vehicle lane assignments and where to turn is unclear for many”</i>
2	Retail & Restaurants	Respondents want more, and more diverse, offerings.	<i>“I wish I could have more variety of businesses and see people out enjoying the area.”</i>
3	Safety	Respondents are concerned about social disorder and vehicular traffic.	<i>“Feel safe walking on the street on non-event nights.”</i>

4	Pedestrian Comfort	Respondents want to feel safe and comfortable walking, with places to sit.	<i>"Walk along sidewalks and across intersections with better sense of safety"</i>
5	Biking Infrastructure	Respondents want to feel safe biking on 1st Ave N.	<i>"I wish I could bike without having to deal with vehicles obstructing the bike lane and without worrying about getting hit by a car at intersections."</i>
6	Green Spaces	Respondents want more park spaces or comfortable places to relax.	<i>"Find a green space to sit and relax, meet friends, have lunch."</i>
7	Nightlife	Respondents wanted more entertainment options, particularly outside.	<i>"Even more restaurants and entertainment venues. Make it a real point of destination for having fun."</i>
8	Community Events	Respondents want more public outdoor events.	<i>"It would be great to enjoy the area with my young son on the weekends. This could be in the form of many options including specific pop-up programming focused on a diversity of ages."</i>

## 7. Limitations / Gaps

- a. Some demographic groups were overrepresented in our survey, including respondents who were White, adult, or male. Nonwhite, female, and younger people were underrepresented.
  - i. 74% of respondents identified as White, though they comprise 63% of the citywide population.
  - ii. 39% of survey respondents identified as female, though they comprise 49% of the citywide population.
  - iii. The survey also does not capture perspectives of people under the age of 18, though they comprise 19% of the citywide population.

*Appendix B*

*Six Word Story Results*

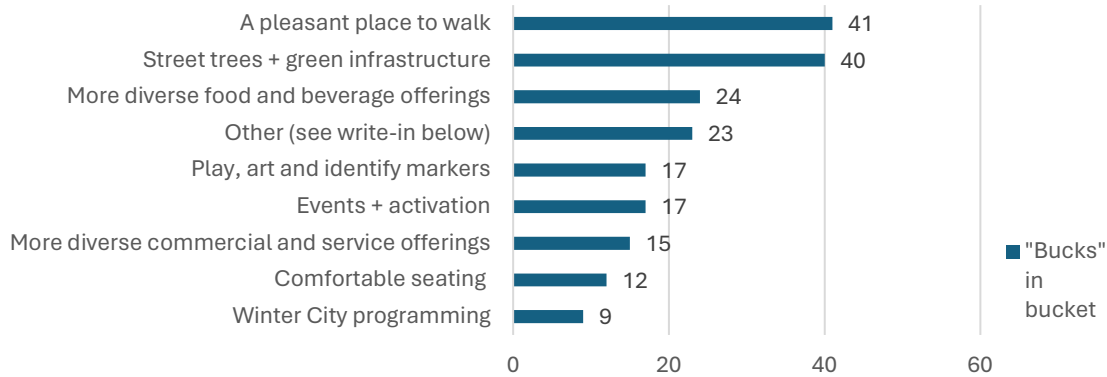
Participants were asked to write a six word story about either their favorite memory or hope for the future of 1st Ave N.

- Night life with friends and community
- I can play here – no cars
- Pedestrian plaza, walkable, abundant street life
- Surface lots bad, built it up!
- Street disco with Dua Lipa!
- Support small business '87 World Series
- I loved Butler Square
- More space for activities and events
- Used to work in Kickernick – great coffee shop + lunches out
- Road closed for a bouncy house
- Take out the parking lot and replacing it as a skate park
- A row of green infrastructure
- A nice safe place to enjoy
- Dancing at 16+ nights on Sundays!
- Skyways need to stay open past 6pm to attract businesses etc.
- More skyways, skyways open later, skyways!
- Work day, party night, bike home
- Friends. Laughter. Sing a long. Purple. Candy. Stars
- Long live Minneapolis and its residents
- Schubert Theater moving across the street!
- Easy to find (3<sup>rd</sup> St.) bikeway(s) & skyway access!
- Bringing connections between popular neighborhoods
- Lively, friendly, active, entertaining, colorful, green
- Walkable with lots of street-level activity!
- I fell in love on 1st Ave
- Walking to an Atmosphere concert from the LRT station
- A walkable, green street with many people
- Comfortable place to walk
- Brining our baby home for the 1st time
- Linear park perpendicular to the Mississippi
- A safe green street for the community
- Out door venue year round

*Appendix C*

*Minneapolis “Moo-Lah” Activity*

Participants were asked to select three categories to invest, or write-in their own.



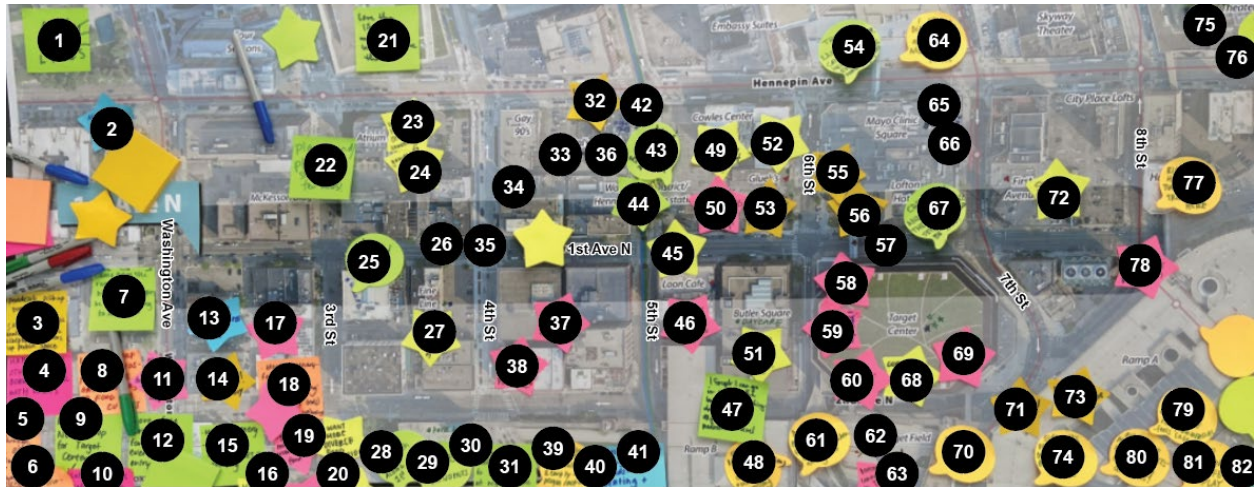
**Other (write-in)**

- More bathrooms
- Public restrooms
- Bike infrastructure separated from peds
- Safe/comfortable biking infrastructure
- A car-free / shared street space
- Turn parking lots or a whole block into a park with play structure + ice cream trucks
- A pleasant place to bike
- I do not like that it is two-ways
- Outdoor work spaces in summer-trees, tables, plugs
- Ice skating
- Better bike lane. Cops + parking enforcement. Constantly blocking them
- Develop an outdoor year round stage . Minneapolis loves music
- Shade structures
- Safety
- Safety
- Safety
- Bike facility
- Maintenance
- A climate resiliency park
- More accessible sidewalk on the Kieran’s / Hotel side of the street
- Bike infrastructure
- Safety and security
- Bike facility

*Appendix D*

*Mapping Destinations Activity*

Participants were asked to identify destinations in the area – where they’re going when they use 1st Ave N.



Top to bottom, left to right:

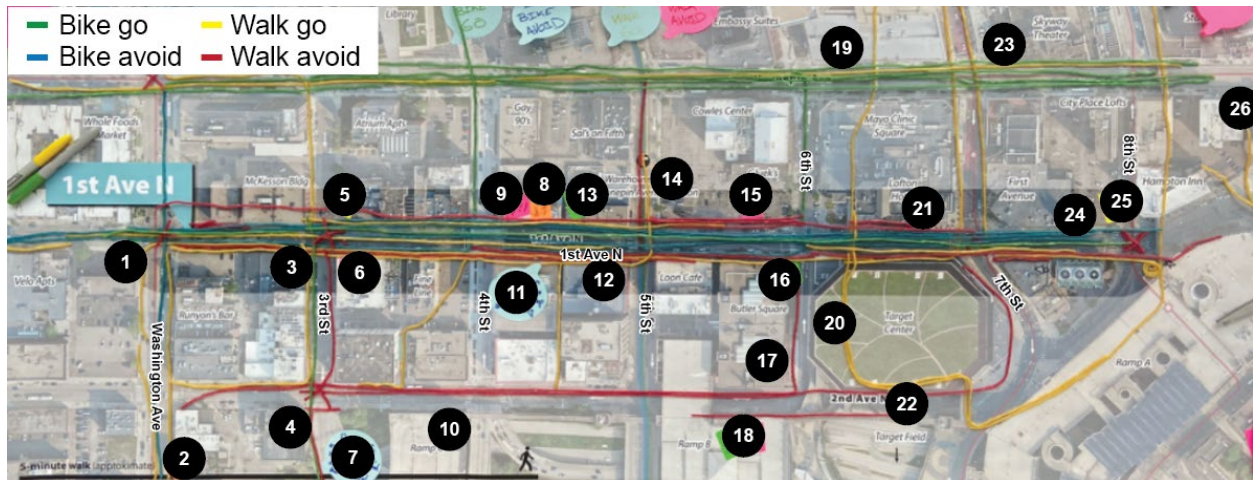
- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. Bike lanes</li> <li>2. My neighborhood grocery</li> <li>3. Pedicab pickup zone Skateable public features - benches, sculptures... livens up public space</li> <li>4. Hang out in other neighborhoods. Social with games &amp; food</li> <li>5. I mainly move through, not stay. Better ped realm would be appealing - wider sidewalk - better crossing</li> <li>6. Warehouse District Live - street closure made it feel safer - more people should know about it</li> <li>7. Came from the river trails on bike, go to Hennepin, bc there's nothing to see on 1<sup>st</sup></li> <li>8. I come here with friends - to walk and grab drinks or food or for events</li> <li>9. Park in North Loop for Target Center</li> <li>10. Safety concerns, safety button kiosks could help more foot traffic</li> <li>11. Need better lighting - brighter - to feel safe</li> </ol> | <ol style="list-style-type: none"> <li>12. More free programming for outdoor events (no entry fee!)</li> <li>13. More bike lanes. Yes!</li> <li>14. More signage! + greenery</li> <li>15. More greenery, more art, sculptures – rotating</li> <li>16. More pedestrian priority, route, route traffic to other streets</li> <li>17. Nighttime food</li> <li>18. More greenery - feels more natural feeling (plant beds can be trash beds) make it more welcoming</li> <li>19. Want lighting, more greenery, better food</li> <li>20. Cool unmarked bikeway</li> <li>21. Love the library, miss the used book store</li> <li>22. Playground/play structures for kids!</li> <li>23. Warehouse District Live - something to do</li> <li>24. Games, activities - lively more than just bars</li> <li>25. Worked here 20 yrs.</li> <li>26. narrow sidewalks</li> <li>27. Concerts here</li> </ol> |
|--|---|

28. Want more diverse food options
29. Stuff not open late along 1st
30. I like close street during warehouse district live
31. More amenities for residents
32. I wish stuff was open later. Yes
33. Work
34. live here
35. gridlock
36. good, expensive
37. Great alleys to explore
38. Late night place to get food. Pizza Luce
39. North Loop feels safe to walk late at night - more people walking late at night
40. Warehouse District Live felt desolate & empty - no people/activities
41. Most important things DT need = seating + restrooms - more accessible
42. used to work here
43. Better rider amenities LRT Station yes
44. Social community area
45. Pedicab pick up zone
46. Dinner/Drinks or before game
47. I forget I can go in many of the buildings - nothing drawing me to explore from pedestrian level
48. Could a round-about go here? Made ped crossing easier (1st + 6th)
49. Watching the Shubert Theater move!
50. Build something
51. Used to go here! Dining, shopping, etc.
52. Live music
53. Parking be opened up for arts programming
54. The bike lanes get crowded on Hennepin During Events. We need more on 1st. Yes!
55. Irish bar after game
56. Skyway safer, reliable, accessible
57. Skyway
58. Family events
59. Healthy living (Life Time) High tech!
60. Work at Life Time +1 +1
61. Baseball entry plaza feels like dead space when no game
62. baseball +1
63. Better connection to Target Field - more gateways, wayfinding
64. I like biking on Hennepin! Nice bike lanes. Yes!
65. work
66. healthcare
67. Cars park and stop in the bike lane. Separated would be nice!
68. Come for sports / events
69. Basketball
70. Outdoor movies
71. Benches!
72. Concerts + ticket pick-up
73. More sustainable infrastructure
74. Sidewalks overcrowded before + after events - feels unsafe
75. Beautiful theater!
76. Theaters
77. Right hand turn is tricky here
78. Dangerous intersection. Agree
79. Family friendly, mixed use play/commercial - feels safe
80. Give people sense we own streets - programming does this!
81. Limited green space for safe play
82. Free spaces where you could spend time - green space! River feels disconnected

Appendix E

Mapping Routes Activity

Participants were asked to identify the routes they use to get to and from 1st Ave N.



Top to bottom, left to right

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. X-timing sucks for walkers</li> <li>2. Biking sucks, doors and fast cars</li> <li>3. Turning cars won't stop</li> <li>4. Bike link unclear</li> <li>5. Bad speeds on-ramp</li> <li>6. Unsafe for bikers</li> <li>7. Feels unsafe as small female, no exit, desolate, but no cars!</li> <li>8. Small, stinky sidewalks</li> <li>9. Snow is bad 4 bike lane</li> <li>10. Will walk until skyway [2<sup>nd</sup> is unpleasant]</li> <li>11. Door zone danger all along 1st while biking</li> <li>12. Bad lighting</li> <li>13. Gridlock on this block b/c of b traffic</li> <li>14. Need bike connection to Cedar Lake Trail</li> <li>15. Bad sidewalk</li> <li>16. Bike turn sucks</li> <li>17. Bring back food, shops, bars! @brothers</li> <li>18. People congest 1st getting here from 4th</li> <li>19. Nice for bikes</li> <li>20. Gym is packed!</li> <li>21. Hotel car conflict</li> <li>22. Scary</li> </ol> | <ol style="list-style-type: none"> <li>23. Bike lanes are good but peds use too much</li> <li>24. Tiny sidewalk</li> <li>25. End of vibrancy. Turnaround</li> <li>26. Stange bike lane [9th]</li> </ol> |
|--|---|

## Appendix F

### *Abridged Notes From Walking Tour, Listening Sessions, & Property Owner Meetings*

#### *Walking Tour*

A group of staff members walked the project corridor and adjacent streets then sat down to discuss what they experienced.

- Narrow sidewalks
- Bollards blocking
- Less trees (historic district, type of trees, honey locust)
- Snow conditions
- ADA improvements
- Awning – drips middle of sidewalk
- No seating opportunities
- Bike facilities/parking
- No landscape railing
- One way intersections
- Parking lots
- Signal countdown
- Bump outs
- Public art
- Lighting
- Utility/underground vaults
- Grates
- Restrooms (self cleaning?)
- Land use development – Policies / sun 'access'
- Sidewalk capacity
- Festivals/uses – anticipated needs
- Eyes on the street
- Overhead structures
- Natural activation

#### *Listening Session: Nighttime Operators (bars, restaurants, clubs, etc.)*

Responsible Hospitality Institute and Warehouse District businesses discussed 1st Ave N.

- Lost restaurants, difficult to be in Warehouse District, penalize people for coming out
- The Loon representative is missing and would have valuable opinions
- Lots of change in the bike lane configuration, change in one way to two way
- 394 to 1st St right turn is hard
- Lack of communication with the businesses
- Safety of women employees
- Metered parking is useful to restaurants - patrons don't want hassle of finding a spot in a ramp
- Want bigger sidewalks to come out of bike lanes not traffic lanes - strong dislike for bike lanes
- Delivery, bus loading is at dynamic times - not able to receive deliveries in morning hours due to staffing even though that has less conflict with traffic
- Wider sidewalks - sidewalk café idea [well received]
- Desire to close streets on Friday and Saturday evenings - walk down with drink in hand
- Limit thru traffic with barriers - only creates a problem when left behind in the morning
- Rideshare on LRT tracks - need for a hub again? [inconclusive]
- Concerts - ok on rideshare pickup - just happens on 7th
- Perception of safety big issue - surface lots are bad, issue with gun violence
- Trees - who will water, concern for urination
- Prefer lighting over greening - cool look
- Hanging baskets preferred for greening - anything off the ground



- Garbage cans desired - trash issue
- Urination problem - restrooms have gone well for DID when well managed - property on 2nd under the skyway is open - Alley restroom could be a spot
- Miss happy hour culture/street life culture
- Want housing in the area - want to go the way of North Loop
- Historic buildings - areaways and vaults can cause issues with lights. Previously have mounted streetlights on buildings because safety trumps historic character
- Build in barricades to look nice - holes in the ground (Like at venues for crowd management)

### *Listening Session: Daytime Operators*

Responsible Hospitality Institute and managers of daytime commercial spaces discussed 1st Ave N.

Highlights – vision for district that is safe – has amenities – all mode access – walkable

- Easy access is big leasing advantage - Ramp B access to skyway system in downtown
- Businesses want that game day energy - with an ability to focus on their business
- Desire to bring café back to Butler Square - create a living room environment - lost their old café and has been hard chicken/egg situation to get one to come back.
- Food truck on Tuesdays - successful in drawing people, promote with other allied buildings nearby. Locates on 1st Ave with ops staff holding spot.
- Vestibule has issue with people hanging out there, less people on sidewalk to monitor
- Building locked - not many problems with people coming in, 24/7 security new after Covid - walk people to their car. Few if any nighttime workers in Butler
- Warehouse District Live - challenge to have street closed on Fridays - Access for deliveries. Not well promoted. No one knew in their peer group was aware of the events.
- Owner of Butler also owns parking lot - entrance to parking lot closed during WDL
- Vision for 1<sup>st</sup> - sidewalks - concrete (not asphalt) Ease of access for all modes, car bike LRT bus, want to keep promoting easy access.
- Temporary police cameras and lights worsen perception - build that into the design, permanent
- Perceive that most tenants come by car - walkable experience desired, not at the cost of driving
- Bike lockers on site with showers - amenities race in multi-tenant space
- Average 30-40 bikes per day pre-COVID - 1200 tenants; current tenant occupancy is 900
- Foodsby - Starbucks popular with tenants (not Hark) - providing lunch often used as carrot to entice employees to come into the office
- Younger crowd - marketing, law firm, health care tech, consulting, day care, post office - Bank/Target families (one of 2 daycare options downtown)
- Hard to get a voice at Regional Chamber, used to participate way more
- Property managers know each other
- Want a street that is well lit - clean - all modes
- See the trees as "overgrown" - concern - green infrastructure as trash bins

## *Listening Session: Traffic and Operations*

Highlights – Ambassadors blitz the Warehouse District daily for trash – tow away zones can benefit from process improvement – curbside management will be key strategy for design – partnerships for maintenance should be explored.

- Past treatments: Closing parking Lane for walking lane - widened sidewalk with planters. Parking protected bike lane
- Pre-COVID - Night traffic - gridlock at Washington to 1st intersection
- What's worked/not?
  - o One way - outlet to freeway
  - o Two way with bike lane - challenging
  - o Closing works fairly well
  - o Parking gets in the way - traffic gets in the way of other
  - o Variable message boards help direct when B is full
  - o 8th St one way to two way conversion helped significantly
  - o 4th to 5th closure on 1st - hard to reach ramp B
  - o Target Center Winter Classic - 5th -6th closure works well
- Less cars on the street help police with managing access to guns
- If you don't close the streets at bar close it looks like state fair anyway - safety risk
- Movable resin planter concept - elevated planters preferred due to crowds
- AM whole Ambassador fleet does trash blitz on WD - 1st, 2nd, Hennepin - Washington to 7th on every morning (all week); 1st Ave power wash every 2 weeks
- Tow away zone PM Oct – April - issue after enforcement is cars just come back in
- Restrictions have been on again/off again, decade ago start
- Traffic gridlock on 1st also solved by street closure - at bar close better emergency response
- 50 spaces (on 1st) not about parking capacity - vehicles still stop when parking is removed - more of a curb management priority
- On Hennepin, deliveries happen in moving lane. Back of house - deliveries happen on 1st - beer trucks block often
- City ordinance to use meters for deliveries before noon - plus formal approval with hoods
- Generally prohibit valet on 1st because of closure - deny requests, but do receive valet requests
- City Hauling snow 2nd & Marquette, DID does Nicollet - rest is property owners
- Plow streets, protected bike lanes
- 4 ft minimum for snow storage
- Traffic - variable with entertainment. How flexible can we be?
- Closure improves the dispersal of the flow to exit the game - Loading in is harder without 1st
- Backup onto freeway - get calls from MnDOT
- Bike lanes - need to look different enough from travel lane to not be used by antsy cars. 2 way - even one way bike lane that's 5ft wide - on 2nd gets used by cars sometimes.
- Furniture zone for variable signs
- Scooters - see open data portal - downtown busy in 2018, 2019 - now distribution requirements and Covid patterns more dispersed. 2019 capped downtown e-vehicles - don't hit that cap. Might

nix distribution requirements in future - scooter end at midnight before bar close. Sidewalk conflict when scared to use street to travel - inexperienced users.

- Scooter parking and corral could be valuable
- Planters need gate or get trampled
- Benches where people hangout – typically get removed in 2 years - behaviors that trigger action is nap or sleeping - enforced at ABC Ramps by off duty police. Businesses ask for removal - no formal policy.
- Movable - direction that we're moving but needs person to put out and away - removal risk from nearby property owners
- Seating in defined areas works best - not mile long stretch
- Private sector partnerships essential - WDBA loss, Target Center in flux
- Need ongoing maintenance and property buy-in
- Need to discuss sidewalk café, lighting, Uber/Lyft pickup at future meeting. Greater insight on traffic control & MPD representation.
- Want to see gateways, identification of district, wayfinding - activate the path between North Loop activity and Theater district path.

### *Listening Session: Safety and Security*

Highlights – surface parking is a safety hot spot – bar close is key time for safety monitoring – easy street closure and enhanced camera connectivity is a security asset desired to be explored in redesign.

- Safety Communication Center for DID is operated out of the 1st Precinct
- Super Bowl type event has command center - now treating late night in same way - connect field operators with support from incident command – traffic, fire, regulatory services
- Friday Saturday is peak late night
- Post pandemic less connection between bar operators - less structure among them
- Lack of restrooms - feces often. Clean and plentiful system of restrooms in Japan during visit. In stairwells, urine. Want to bring people in, not shut down, but that has been the approach so far, skyway in St Paul closes early. Clarify - not just people who are homeless - issues clearing events in under an hour in 8th St ramp and so they find feces in coolers.
- ABC Ramps security resources up - off duty police
- Parking meters - why have 30 spaces on street - waste of space when other plentiful options exist
- ABC Ramps soft closure - lock all doors except main after midnight - will escort to car. During Covid, did soft closure 24/7 - mixed feedback, some hassle. More Level 2 officers in tactical gear with Level 1 in button up, trained to observe + report. Level 2 - can take more action including citizen's arrest, etc. Level 3 is armed.
- Off duty can respond to incidents but not booking + Off duty supposed to respond to emergency
- At bar close venues patrons go into the street - they watch, walk in large group
- MPD comments via representative:
  - o Improve lighting - 8 yrs ago improved from sodium to LED sidewalk and pedestrian lighting with fun colors for experience
  - o Improve wayfinding - visitors need support to get back to vehicles, simple and loud [meaning - highly visible in complex environment]

- Public safety cameras - add and integrate into design, fiber connected instead of Wi-Fi
- Build to be quickly shut down - current condition has to close street with bollards, leave until morning/weekday pickup – This would lower event cost to get police to close the street. Automated closures could be initiated for events or safety reasons.
- Street parking subject - ample parking already in the district - requires hooding meters for special requests and regular loading needs.
- Night Operations [parking, pickup] - no strong opinion
- Safe + Easy mobility - rideshare, transit, walking, walking to parking
- Need pickup + loading more than street parking - price difference - "tow away zone" signage very effective
- Don't want street parking, but do want access + late night options
- LRT platform gateway experience - special events attendees and visitors - first thing you see to set your impression. Opportunity to wow.
- Multi-use sidewalks - fun vibrant - cultural assets - activation - Dillon mural & Prince Mural
- On spaces like Nicollet Mall there should be spaces for socializing - add incentives to be part of the design vision - people don't see how to participate
- How does residential development tie to safe design?
- Has to be vibrant @ LRT station to be safe - lacking definition - fun & attractive, then layer on safety.
- New TRIP agent - more CPTED - have had shootings
- 28 guns recovered from parking lots (stored in cars, recovered in use) "rolling gun safes"
- Surface lots issue: multiple access points, when bars close, are within 100ft of car location with gun inside
- Residential conversions are in discussion, likely to positively influence safety
- Safety boils down to Lighting, cameras, people
- Amenities for late night workers - low cost parking nearby - they see it as theirs (street parking)
- Restrooms- have to be managed - all ABC Ramps restrooms are closed
- Vertical greening preferred - trees and hanging baskets - can do more but needs active management + operation plan @ prime times
- WD role - don't want more taxation to get higher level of service
- Question: How do your jobs look different if we succeed? It's being used & activated so it's not a reduction in calls for service - it generates more eyes on the space, little stuff gets caught. Ideally fewer major calls in surface lots and LRT station because of activity. Design it right, it gives us more work [positive].
- Premier of First Ave - gateway to stadiums, sidewalk expansion from parking - lots of peds on 1st over other streets - no more tight rope on Loon Café corner. Want flexible space for activation, like other cities where you go down a street and you know what we're trying to be
- Design for practicality - stamped concrete - maintain for heavy use, children, water hook ups - power hook ups - women w/ heels able to walk easily.

## Listening Session: Housing & Social Services

### Mission of Organizations

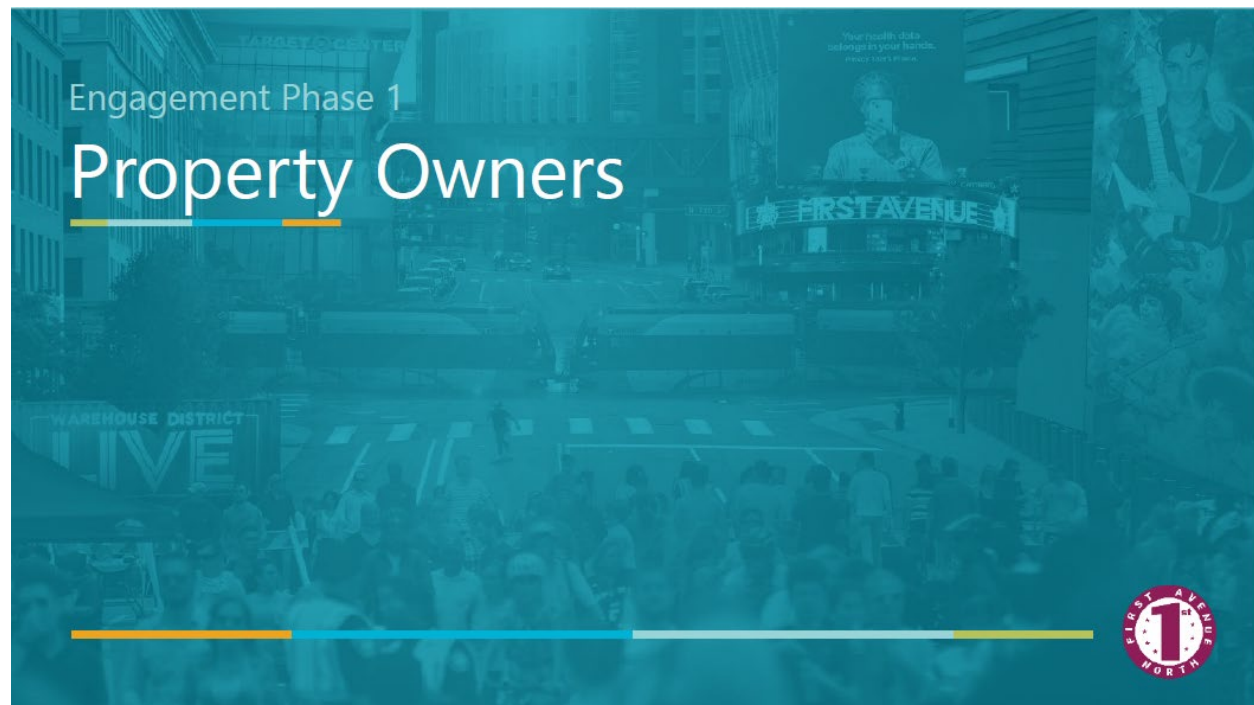
- Shared childhood memories from Minneapolis. Want to bring back the innocence while also plunging us forward, like a funky New Orleans. Want to see crime diminish, get officials aligned behind the experiences people want, and visitors and residents are happy and safe. Commitment to civic participation.
- Get concerned about sensory experience of the construction for residents, impact on those who are there all day. 1st Ave is already a busy place during the games, the lights in window of the apartment was difficult for some residents. Greening would be nice but the proximity to the construction and ongoing stress requires space for decompression. Details are important.
- Residents are living day to day, surviving. Recommend conversations with residents when it's about to happen. On a nice day the residents stand by Lamoreaux building entry/wall. They want to be able to sit and hang out - a bench would be great. Lots of cement but no green space. People try to use the alley but there are issues using the City-owned alley, including having trash dumpsters. Widening sidewalks and greening can help them enjoy the space.
- Concerned about visitors coming in, new conflicts. We're learning from other cities doing greater public spaces in their downtown. Creating a human centric design and safety centric design.
- Safety and security side of things as part of the Renaissance Coalition is seeking ways to make the street safer, and initiatives are just starting to lift off.
- Mission to support communities most in need, low income families, supportive services. Access to transit important for every city to create equity. Important to think about how destinations along the street are identifiable for Lyft/Uber and places are showing up on maps. Unsheltered and low-income people who use services also use transit to navigate the city. Pay-for-stay space residents work so they need to be able to connect to transportation, paramount to their success.
- Loves having outside seating, this is something that can pull people into the city. Sidewalks downtown need to make sense and have enough capacity. If you live downtown, you tend to feel that you give up seating and any sort of green space. All communities need to feel like they can enjoy amenities there not just people living in fancy apartment buildings. Ensure equitable spaces no matter your income.
- Engages with people where they are, responds to calls from Safety Communications Center and looks for people in need of help while driving or walking, like on Nicollet. Specific teams work in the late afternoons and evenings in Warehouse District, at events.
- Whatever happens in the project – don't forget the people on the street. The street is surrounded by ABC Ramps, people live in parking ramps. The number of public restrooms went from 100 public restrooms pre-COVID to 5 and now maybe up to 30. Big problem. It's getting better. Still no public restrooms on the 1st Ave N side of town.
- MPLS programs like the livability team, ambassador programs, and social work programs often used as a model for other cities. Engage with those partners – don't forget about the people.

Doing better than past projects – what do people say about recent projects

- People always talk about the celebration – need to talk through opportunities to improve after a project is done. Example of parking issues during construction on Hennepin Ave in NE. Important to listen to the criticism and pain points.
- DID block by block team – they handle a lot of the cleanup, day to day. Street Voices for Change - they have a good understanding of how individuals are experiencing these spaces. We must address systemic roots of issues – homelessness is a symptom. When spaces are improved there can be people who feel pushed out. There is an opportunity to create a space that feels welcoming. Including affordable spaces in housing and businesses coming to the corridor.
- One way or another people will need to use the bathroom. The partnerships and relationships to help business owners recognize the community they are in, not see people with homelessness as other, see them as part of the community they are in. Two things are true – both it does affect business and we’re working with a stigma around people experiencing homelessness.
- People who are unsheltered feel ostracized, shuffled from place to place. Takes a relationship approach and be approachable when we talk to them.
- Salvation Army has a big backyard that they use as a community space to play music and picnic and it would nice to have something similar on 1st Ave N. Also, initiatives where we can get every establishment along the corridor to give something away to the community who need them, such as food, water, and bathroom access can make people feel like they belong.

#### Collecting ideas for next time

- People on the corridor to be impacted – the residents who are there now, they may not still be there in 2028 but someone like them will be. Figure out a block radius, go out and talk to people, and tell them that their input is valuable even though they may not be there in 2028. Make them known that now is the time to speak and ask about their pain points and what they would like to see.
- Looking to show them ways it can be incorporated instead of a direct “no” that doesn’t continue a conversation. Offer tradeoffs – “we can’t do that, but we might be able to do this” – so that they feel heard.
- Vet construction contractors so that they are respectful towards the communities and not insensitive.
- Consider access for first responders during construction.
- How business owners experience the changes – bring them into the conversation.
- Parking downtown as pain point as someone who lives outside the City – enjoy going to mall restaurant.



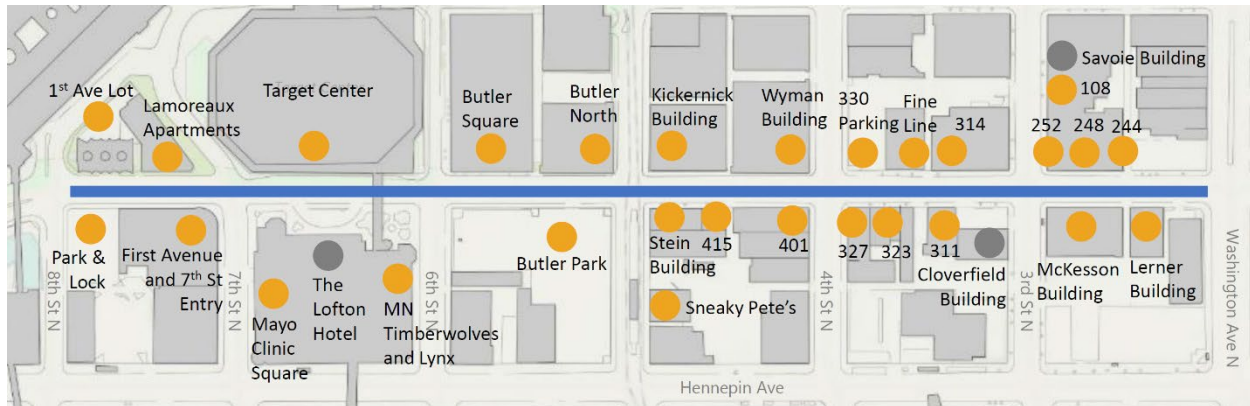
## Overview

- February 15 to April 25, 2024
- 15 meetings: 7 in-person, 8 via Teams
- Owners, property/facilities managers, leasing agents, and developers
- At least 28 properties
- Office, Retail, Entertainment, Residential, and Special Purpose properties and Parking Lots



## Properties

1. 1<sup>st</sup> Avenue Lot
2. Lamoreaux Apartments – Aeon
3. Lamoreaux Apartments – Simpson Housing
4. Target Center
5. Butler Square & Butler Park
6. Butler North building, Wyman building, 330 parking lot, 401 and 311 1<sup>st</sup> Ave N buildings
7. Kickernick building
8. Lerner building & McKesson building
9. Stein building
10. First Avenue & 7<sup>th</sup> St Entry, Fine Line
11. 314 & 327 1<sup>st</sup> Ave N buildings
12. 323 1<sup>st</sup> Ave N
13. 244, 248, 252 1<sup>st</sup> Ave N and 108 N 3<sup>rd</sup> St buildings
14. 415 1<sup>st</sup> Ave N building and Sneaky Pete's
15. MN Timberwolves/Lynx





## Response

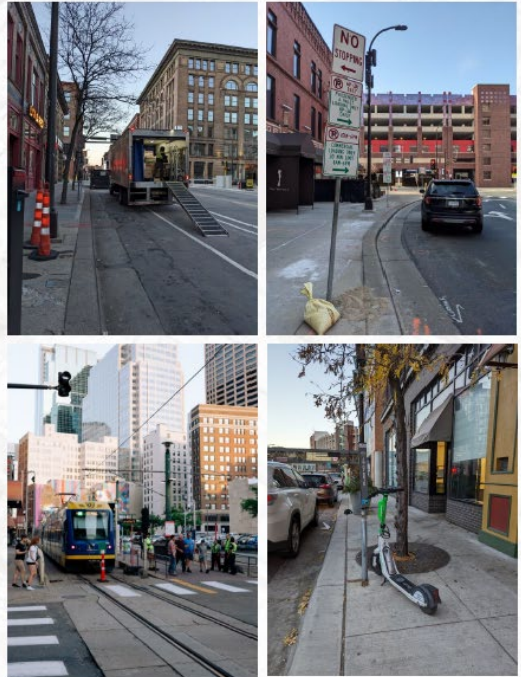
- Largely positive response
- Excited about the City investing in the street
- Happy about being part of early engagement
- Positive feedback on our partnerships for public realm planning and engagement
- Hopeful that the energy behind multiple efforts across the Warehouse District will help revive the street
- "barriers and negative perceptions are largely psychological"

## Questions

1. How do you/your tenants/patrons/staff use the street?
2. What is the best thing about 1st Ave N today?
3. What do you wish you could do on 1st Ave N that you cannot do today?
4. How do you want to stay engaged throughout the process?

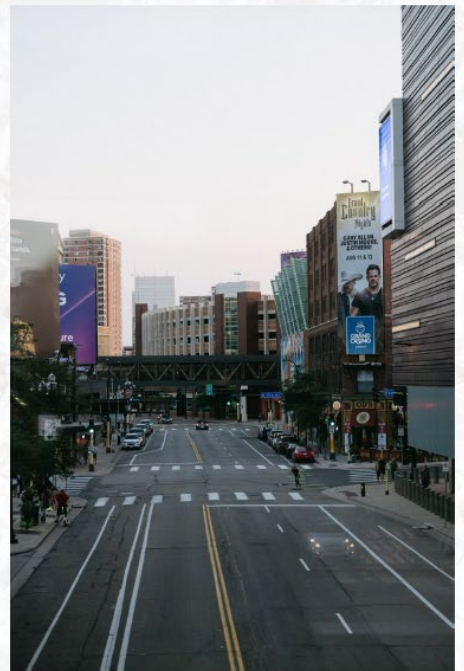
## Uses

- Walk/roll, access transit, bike, scooter
- Deliveries
- Passenger pick up/drop off
- Parking
- People lining up for shows outside event venues



## What works well

- "works fine – transportation-wise"
- "next best street for developing, in close proximity to North Loop" – "cheaper properties"
- Historic architecture
- Ongoing conversations around office to residential conversions
- Mixed feedback on two-way vs one-way street experience

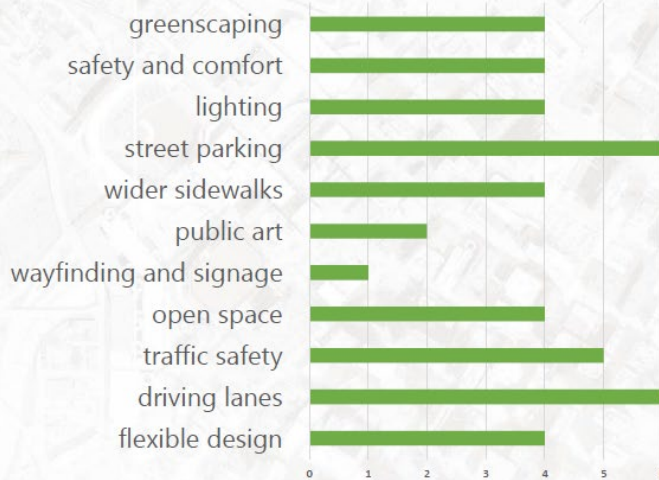


## Challenges

- Speeding vehicles – racing on 1<sup>st</sup> Ave, entering/exiting freeways
- Violence and crime – lack of eyes on the street
- Dark – especially between 3<sup>rd</sup> and 5<sup>th</sup> St
- Extensive sidewalk and parking lot cleaning, particularly after events
- Insufficient space for loading/unloading
- No open space/courtyard for residents to hang out, sit, grill, etc.
- People driving the wrong way, on railway tracks



## Priorities



## Project related concerns

- Access during construction
  - Existing businesses – staff, patrons, artists, loading docks
  - New businesses slated to open in 2027/2028
  - Impact on leasing and attracting new tenants

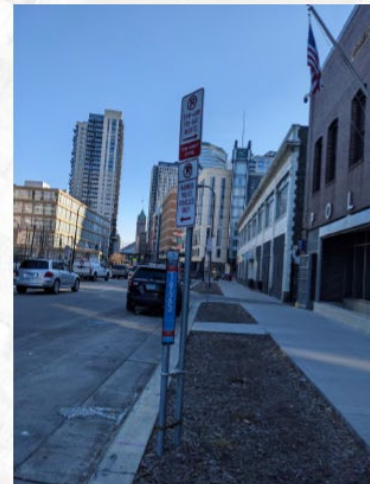
### Other

- Special assessments
- Disruptions caused by re-routing traffic



## Lessons shared

- “Creating a bigger walkable area without eyes on the street is not going to help.”
- Greenscaping should be functional – Planters destroyed on 4<sup>th</sup> St and Hennepin
- Sediment in water pipes and flooding as a result of past projects
- Sewer on the corner of 4<sup>th</sup> St smells bad



Engagement Phase 1

# Downtown groups



## Other Presentations

- Presentations to 5 downtown neighborhood and business groups:
  1. Downtown Minneapolis Neighborhood Association (DMNA) – Land Use Committee
  2. North Loop Neighborhood Association (NLNA) – Planning and Zoning Committee
  3. Minneapolis Downtown Council/Downtown Improvement District (MDC/DID)
  4. Warehouse District Business Association (WDBA)
  5. Minneapolis Renaissance Coalition
- Outstanding
  - Move Minneapolis
  - Building Owners and Managers Association (BOMA)

## Appendix G

### Comments Received Via Project Email

Hi, this is [full name of commenter]. I am contacting the Engineer of the 1st Avenue project, so that he/or she can hear out my idea, for the usage of Hologram Fans, along 1st Avenue, where Prince was also known to regularly play his music. You could place Hologram Fans, at the 1st Avenue music building, where Prince used to play his music, and there could also be allowed, casted illusions, of large-scaled 3D holograms, with the usage of these said Hologram Fans. This is via the rotation, of multiple Hologram Fans, to casting a displayed illusion, of one large overall scaled hologram image. The large scaled hologram image, could be, say, Prince, playing his guitar, playing his music, etc. You could even play music, along first avenue, while with displayed hologram images, so that while citizens navigate along 1st avenue, it would then translate as being, a potential 24-hour civil experience, that could be no different than something like a regular concert, or just about anything else, too, etc, etc. This would also stand by as being a beautiful amenity, for the local civilians of Minneapolis. You could also add even more hologram fans, along 1st Avenue, to produce any other type of hologram, as well, too. The hologram fans can be used for promotional advertising, for the Minnesota Timberwolves, Minnesota Vikings, Minnesota Twins, acting as sponsors for the usages of displayed holograms, etc, etc. Maybe as technology advances, as well, too, more realistic holograms could be filtered in, and wind up replacing said Holograms Fans, which would be done, in order to keep local amenities fresh, as well as, staying up-to-date with the local aesthetic appearances, along 1st Avenue, or just about anywhere else, too, that which also may update their own local aesthetic appearances within their own cities, which would also be made while in reference, to this particular trend of Hologram Fan Images, used along 1st Avenue of the city of Minneapolis, as well, too, etc, etc.

This is a great idea. There is a lot of benefit to this idea, too. I happen to also think that this idea would transform the Downtown Minneapolis Experience into nothing anybody has ever seen before, too. I hope you find this idea transformative, informative, as well, etc, etc. Have a great time working on the project. I will add more input as soon as I can think of something further to make additions thereof. Take care. And also, I hope the project has a wonderfully successful turnout...

- Sincerely,

[Full name of commenter]

Jasna,

I was unable to attend yesterday's session on the First Ave. project, but please know that as a property owner and business operator (Class A parking) at [address]., I have much at stake in the outcome of this process. Covid and crime have combined to create a challenge that at times seem unsurmountable. I fear that if this project impedes access to our property in any significant way, the resulting challenges may indeed be unsurmountable. Please keep my concerns in mind, along with I'm sure a long list of others. I have signed up for updates and am interested in being as involved as my schedule allows.

Thanks,

[Full Name of Commenter]

Hi Jasna,

Thank you for the lovely thank you note for using the conference room at Butler Square 😊

This has been on my list for some time, and finally forwarding to you. Below is a photo of the 4<sup>th</sup> Street landscaping beds installed maybe 1-2 years. The street reconstruction turned out great, but the landscaping beds look horrible. I'm assuming this is the property owners responsibility, but hoping if landscaping beds are installed on 1<sup>st</sup> Avenue they do not end up looking like this for years.

Thank you!

[Full name of commenter]