

Corridor Demographics

1st Ave N is a key corridor in downtown Minneapolis for many people.



First Avenue



Target Center



Residences

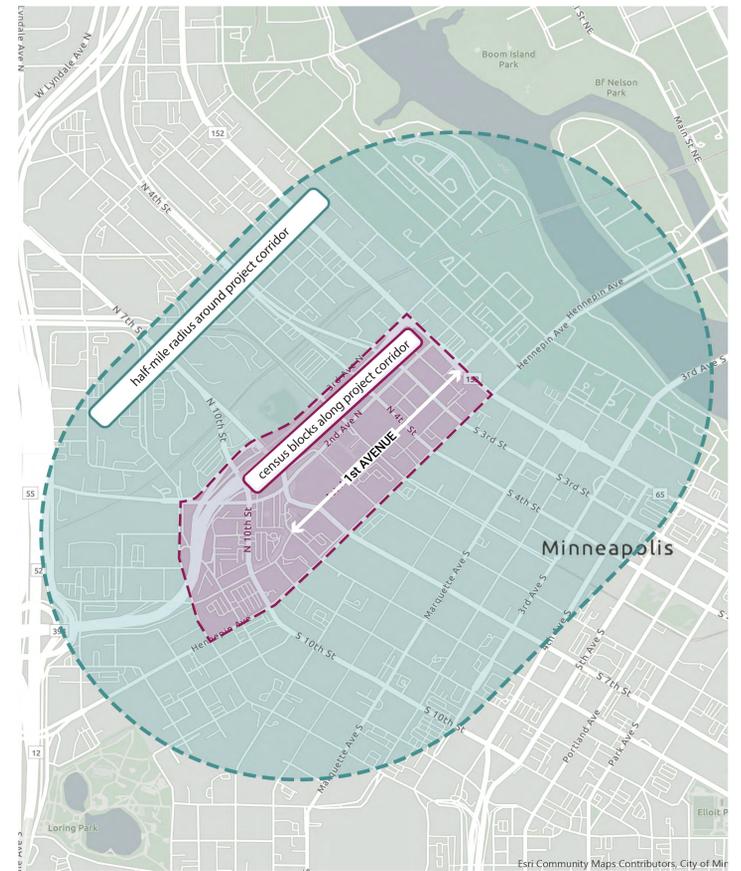
1st Ave N is used in a wide range of ways by many people – getting to sporting events, to work, home, music venues, and everything in between. The corridor is used by people at all times of morning, midday, and night.

Two areas were defined for demographic analysis to understand who lives near 1st Ave N.

The two areas show unique differences between who lives right on 1st Ave N and who lives in the broader area.

 census blocks along project corridor (smaller area)

 half-mile radius around project corridor (larger area)



Low income

69% who live in the blocks surrounding 1st Ave N are considered low income, compared to 23% in the broader area.



People of color

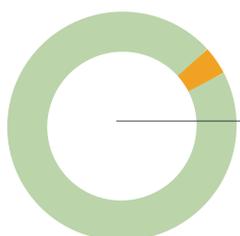
60% who live in the blocks surrounding 1st Ave N are people of color, compared to 31% in the broader area.



Home ownership

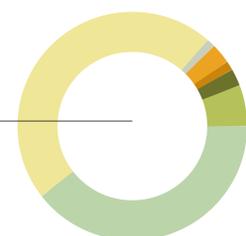
0% of people own their home in the blocks surrounding, compared to 26% in the broader half-mile.

Limited English households



census blocks (smaller area)

Racial composition

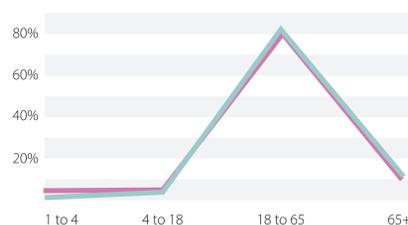


half-mile radius (larger area)

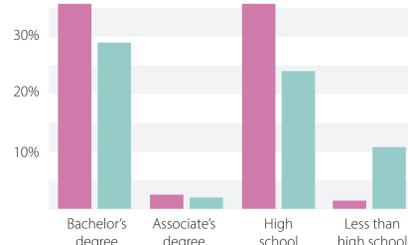
 English speaking
 Limited English

 White  Native  Hawaiian  Hispanic
 Black  Asian  Two or more

Age composition

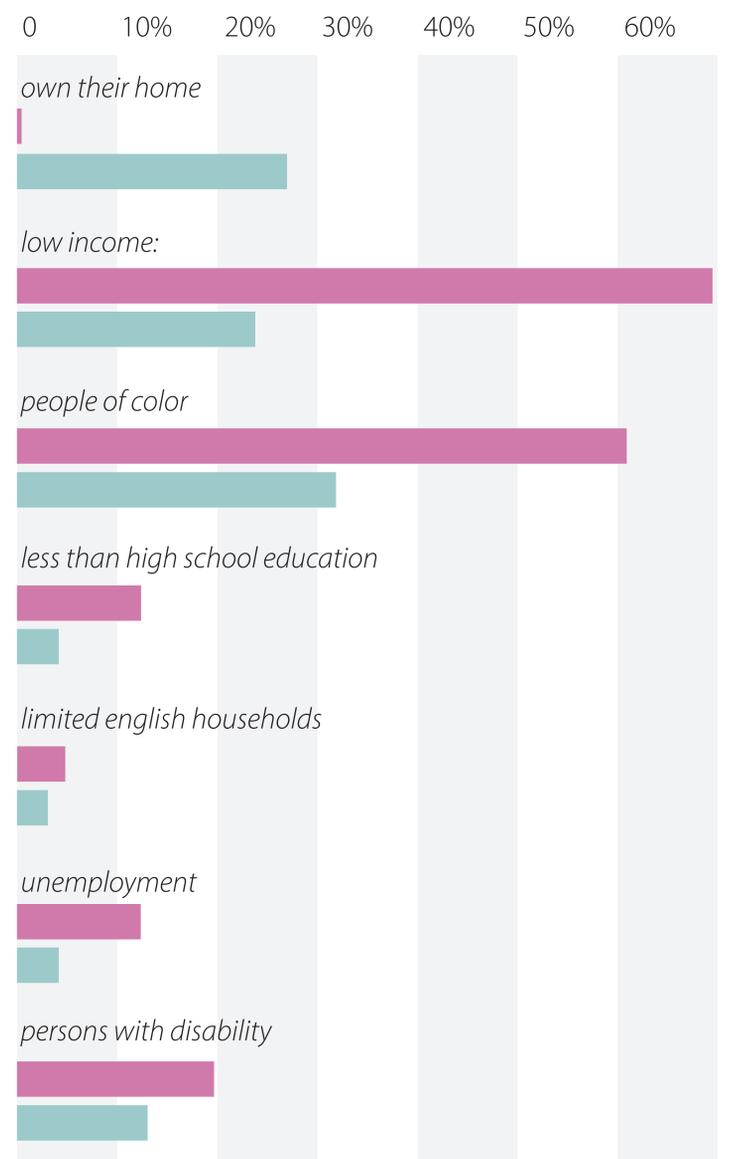


Education level attained

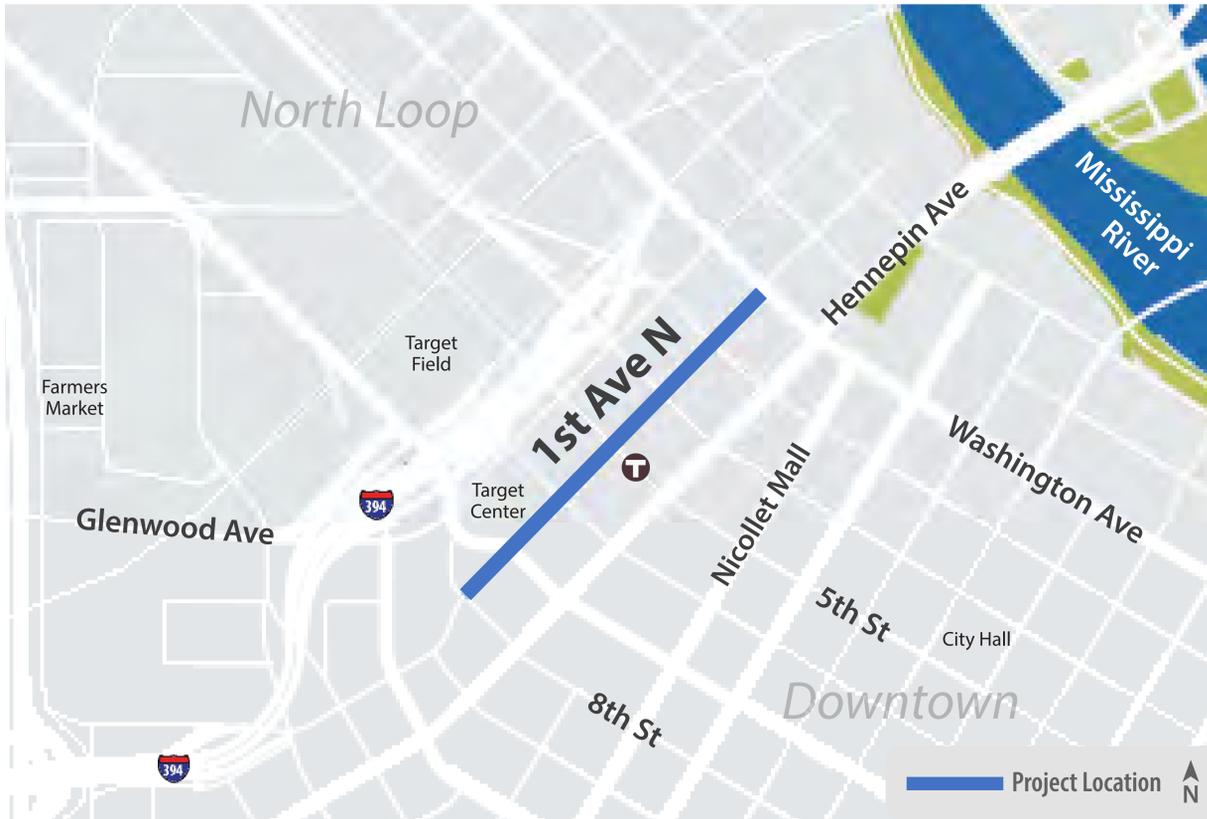


Demographic comparison

The chart below shows additional characteristics of the area.



Reconstruction Project



The City of Minneapolis is reconstructing half a mile of 1st Ave N, between Washington Ave and 8th St N.

Relevant Policies

including but not limited to



Racial Equity Framework, 2023

The 1st Ave N reconstruction project prioritizes engagement of historically underrepresented communities, aims to reduce barriers to engagement, and build trust with communities of color, among others. Community-informed strategies and actions will be incorporated throughout the process to facilitate equitable outcomes.



Vision Zero Action Plan, 2023

The City's efforts to improve traffic safety will shape the approach to planning and designing 1st Ave N as a street where everyone can move safely, efficiently, and equitably.



Americans with Disabilities Act Transition Plan, 2022

The 1st Ave N reconstruction project will be informed by input from people with disabilities and build on the ADA Transition Plan recommendations for improving access to the public right of way.



Minneapolis Street Design Guide, 2021

The Guide informs planning and design of street projects and will shape the approach to reconstruction of 1st Ave N, particularly in the conceptual design phase of the project.



Complete Streets Policy, 2021

This Policy establishes a modal hierarchy that prioritizes the safety of the most vulnerable street users – people walking, rolling, biking, using scooters, and taking transit – and will inform all transportation decisions related to 1st Ave N throughout all phases of the project



Transportation Action Plan, 2020

The project and engagement goals for 1st Ave N will build on the goals of this Plan and support three major metrics for 2030: having 60% of trips taken by means other than a car, reducing greenhouse gas emissions, and reducing vehicle miles travelled by 1.8% per year.



Minneapolis 2040, 2019

This Plan guides future growth of Minneapolis for the next 10 years. The approach to planning and designing 1st Ave N will build on the Plan's policies and action items related to equity, sustainability, and economy, among others.



Blueprint for Equitable Engagement, 2016

The engagement plan for 1st Ave N builds on the Blueprint recommendations and guidance to facilitate an equitable and inclusive public engagement process.

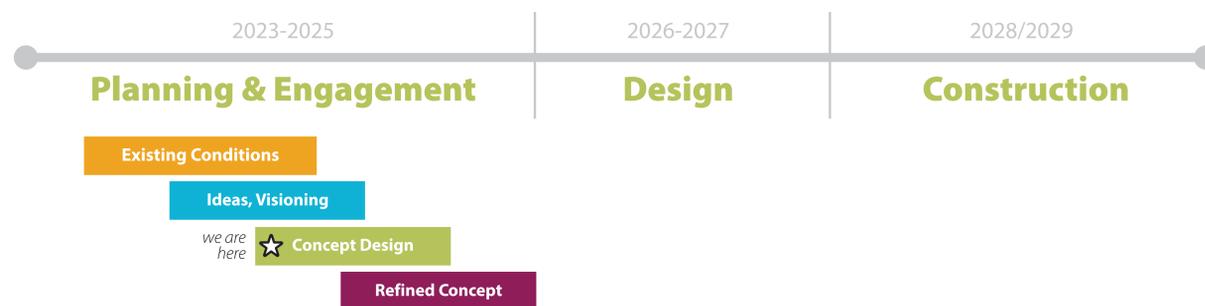


Minneapolis Climate Action Plan, 2013

This work shaped the development of the Transportation Action Plan, Street Design Guide, and Complete Streets Policy which will also inform the approach to planning and designing 1st Ave N.

Timeline

We are in the 3rd phase of a 4 phase engagement approach for 1st Ave N. We have evaluated city policies, existing conditions, developed a vision and goals with ideas for the future corridor, and conducted technical work to arrive at various concepts for public and stakeholder feedback.



Objectives

Six objectives that will guide the redesign include:



Reduce crashes and severe injuries by improving traffic safety along this documented high injury street.



Make sidewalks wider and accessible for all.



Improve the availability and quality of multimodal travel options for people of all ages and abilities to connect to jobs and other opportunities, particularly for historically under-represented populations.



Invest in a dynamic multimodal transportation system that allows for public realm activation to attract and retain businesses, visitors, and residents.



Address the unique needs of this corridor as an entertainment and nightlife destination that serves different purposes during different times of the day.



Explore innovative stormwater solutions to treat and reduce water run-off and add trees and sustainable landscaping to the corridor.

Corridor Users

This project is aligned with the Transportation Action Plan, the city's vision for safer, greener and more modern streets that serve all people and all the ways they want to get around.



Pedestrians

5,800 per day*

— Sidewalk network



Bicyclists

162 per day*

— All Ages and Abilities network
 - - Planned All Ages and Abilities
 - - Other bikeway



Transit

27 routes cross 1st Ave N

— METRO Green Line, Blue Line
 — High Frequency Routes



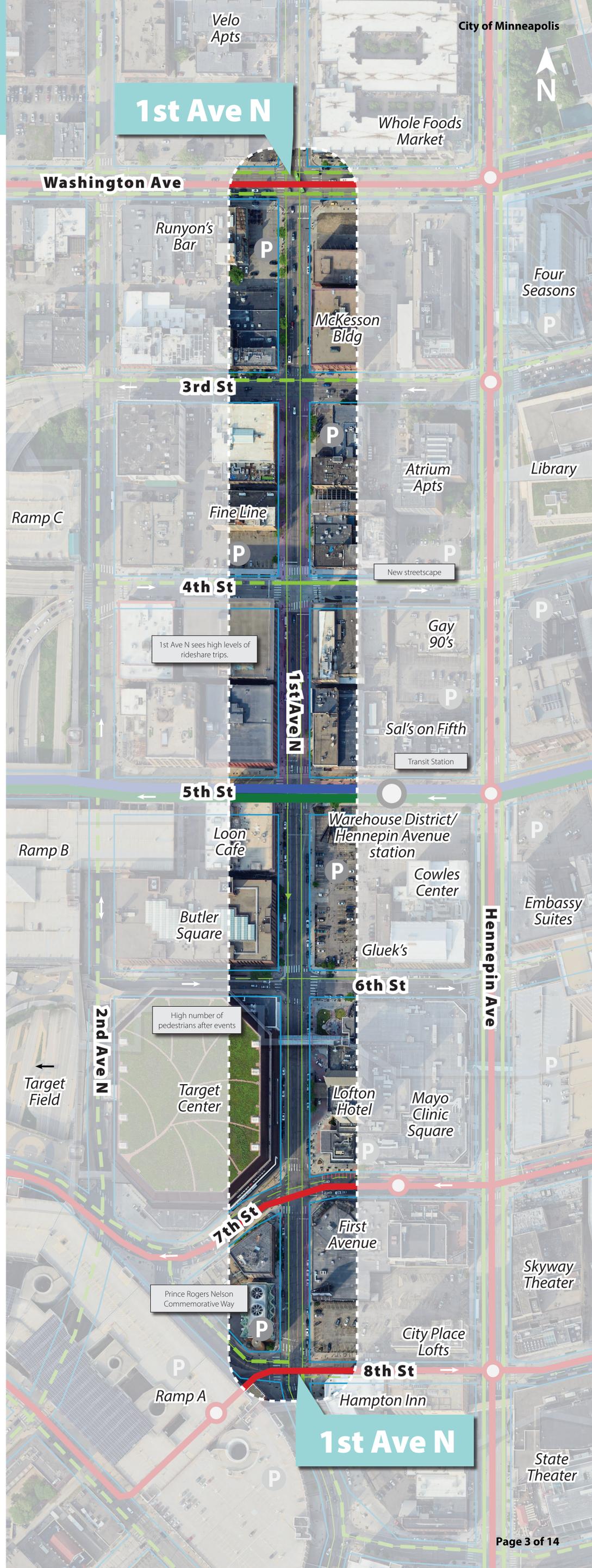
Motor vehicles

4,000-13,500 per day*

— Rideshare hotspot
 — Drive lanes
 P Off-street parking

*Source: 2024 City of Minneapolis Counts

- **Warehouse Historic District:** 1st Ave N is in an iconic neighborhood with a rich cultural heritage. It is also adjacent to downtown Minneapolis' central business district and the city's renowned Theater District.
- **Nightlife and entertainment:** The street is a popular destination that attracts both residents and visitors to the many professional sporting events, live music events, and hospitality venues.
- **Infrastructure outdated:** Last reconstructed in 1994, the existing facilities cannot safely or effectively support the crowds and multimodal demands traveling to and through the corridor.
- **Transit connected:** 1st Ave N intersects many local, express, and Bus Rapid Transit routes and is next to the METRO Warehouse District/Hennepin Avenue light rail stop. The Northstar commuter rail station is also located nearby.
- **Events:** The area along the project corridor is the site of major downtown events, including Warehouse District Live, where one block is turned into an enhanced pedestrian zone featuring food trucks, seating, and activities throughout the summer and fall.
- **High Injury Street:** The City's Vision Zero Action Plan identifies 1st Ave N as a High Injury Street, where safety improvements are needed to eliminate crashes that result in severe injuries or death.
- **Pedestrian Priority Corridor:** The City's Transportation Action Plan identifies 1st Ave N as a Pedestrian Priority Corridor that represents where people frequently walk, and prioritizes investments to improve the ease, comfort, and safety of people walking and rolling.



* This vision statement uses colors to represent each of the six goals that emerged from the first phase of engagement.

Vision Statement

1st Ave N is a **walkable, people-first street** and **vibrant destination**. Its **neighborhood amenities and high-quality public realm** foster social interaction, civic gathering, and community pride. 1st Ave N **connects communities in Minneapolis to their downtown** with an inviting, safe experience whether they're passing through or spending time. It is the **premier destination for nightlife and events** of all sizes, where the rich artistic history of Minneapolis is celebrated in a **colorful and natural environment**.

Project Goals

 **Pedestrian Focus**
The entertainment district benefits from amenities for people walking and rolling.

 **Neighborhood Amenities**
More food & beverage options, play spaces, seating and restrooms are needed.

 **Nightlife & Events**
A flexible design is needed to handle street closures and other special events like Warehouse District Live.

 **Exciting Destination**
Use of color, lighting, public art, and wayfinding can enhance neighborhood identity and vibrance.

 **Access**
From walking to driving to transit, people access 1st Ave N in many different ways.

 **Greening**
More natural features that fit a high-volume pedestrian destination and maintenance plans are needed.

CONTEXT

Where are we today?

RESEARCH PROCESS

We used a robust, multi-method research process to understand how people experience 1st Ave N today and envision the corridor's future.



PROJECT STORY

Community engagement and technical analysis form the foundation of design development.

The City of Minneapolis has led a collaborative multi-stakeholder engagement process and robust corridor evaluation to support development of design concepts.

Discovering the Opportunities

Phase 1 Engagement

What is the experience today and vision for the future?

Community Engagement

Engaged through a skyway open house, online survey, interviews, and late night walking tour.

Stakeholders & Property Owners

Met with property owners, businesses, safety and operations staff.



Technical Advancement

How is the corridor working today?

Historic Resources & Areaways

Investigated the corridor resources and existing conditions.

Geology & Tree Health Study

Explored the natural features that design can leverage within the street reconstruction project limits.

Outcome:
Project Vision & Goals



Affirming a Vision & Project Goals

Phase 2 Engagement

Affirm vision & goals, add design ideas

Community Engagement

Engaged through a Target Center open house, storefront comics, youth & pedicab outreach, interviews.

Stakeholders & Property Owners

Met with property owners, businesses, and neighborhood groups.



Technical Advancement

Produce analysis to support design

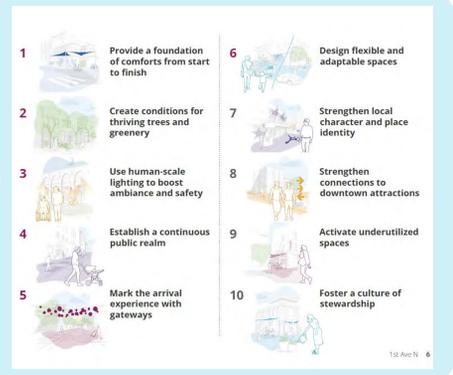
Utilities & Stormwater Options

Identified possible constraints and strategies for underground features.

Traffic & Curbside Use Evaluation

Analyzed current traffic and parking use of street and projected demand.

Outcome:
Design Moves for 1st Ave N



Developing Concept Alternatives

All design concepts will deliver:

- Alignment with City Transportation Action Plan, Complete Streets Policy, Vision Zero Action Plan, and Bicycle Network.
- Incorporating best practices for traffic safety improvements
- Produce maintainable spaces aligned with available resources
- Take advantage of public realm opportunities
- Incorporate curbside use needs from property owners
- Incorporate operations considerations and technical analysis of today's street

Concept alternatives explore:

Two Way vs One Way Traffic

Which best serves project goals?

Bicycle & Scooter Access

How should we accommodate?

Public Realm and Parking

How do we use flexible space?

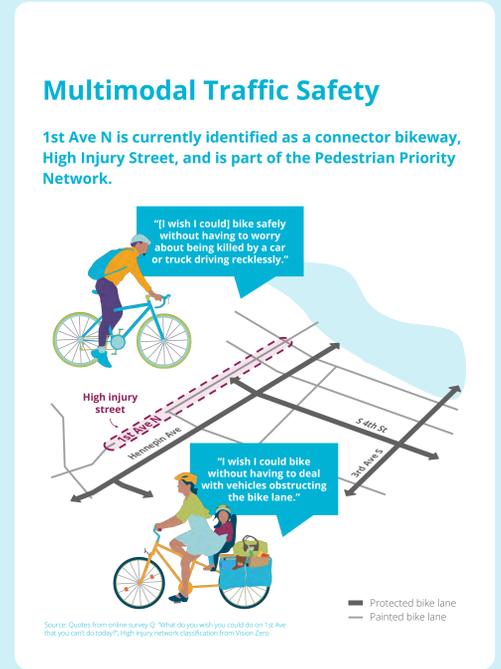
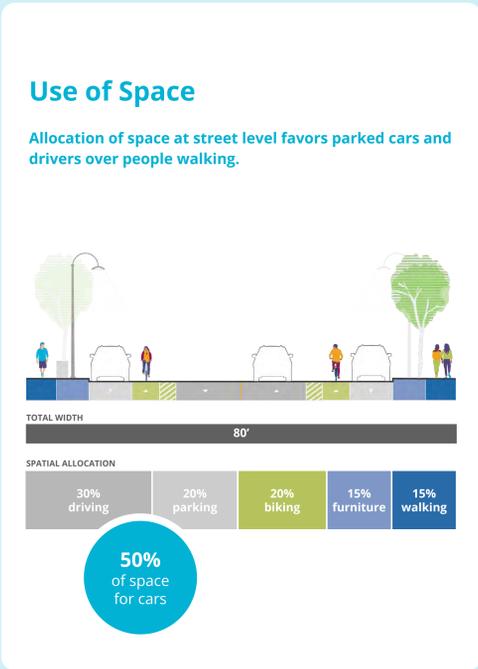
Outcome:
Concept Alternatives For Engagement



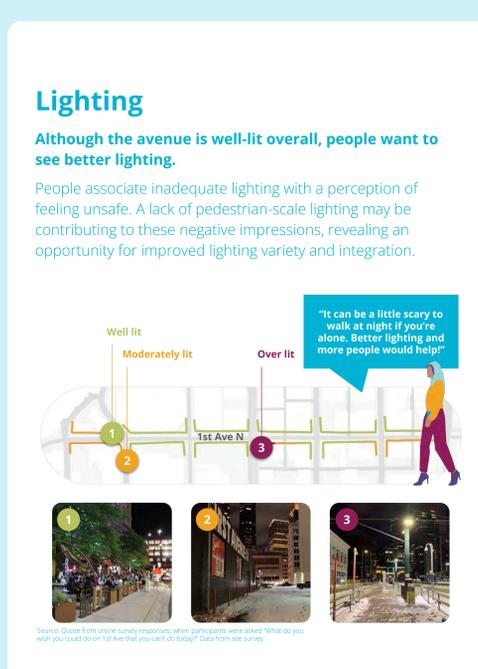
STREETSCAPE INSIGHTS

Key Themes

Walking, rolling, bicycling, and scootering on 1st Ave N present challenges for people today.



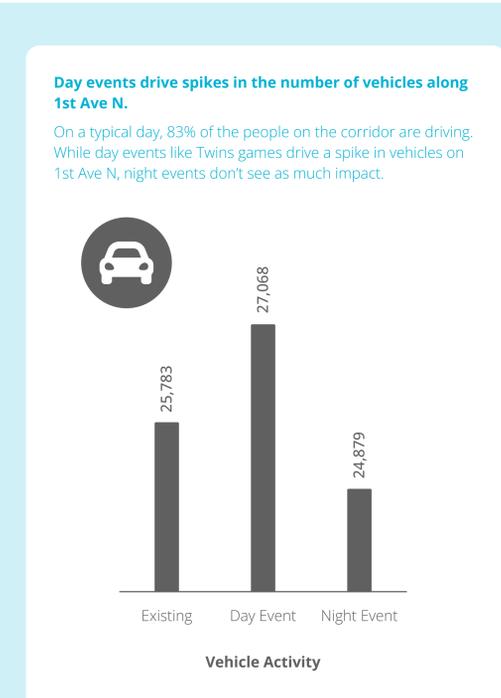
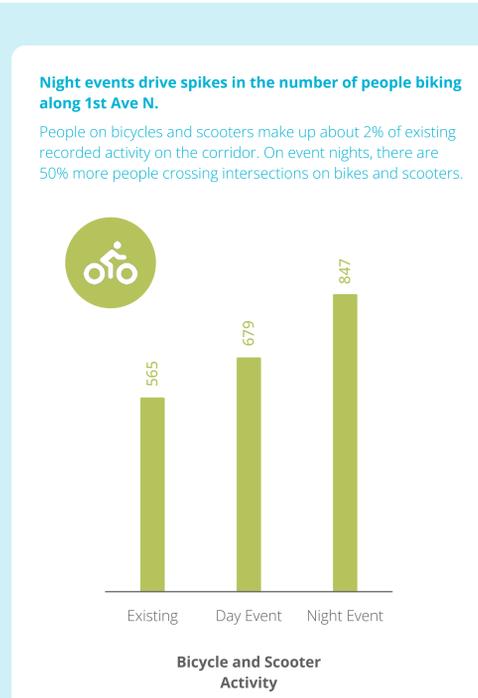
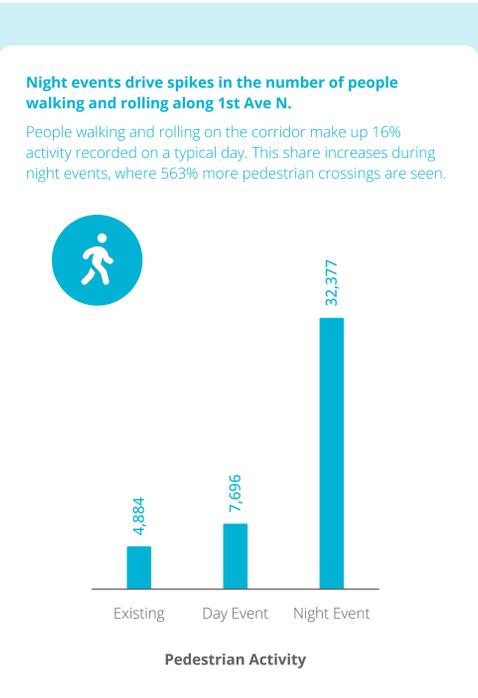
This project will improve the experience of walking, rolling and spending time on 1st Ave N.



Events drive significant spikes in foot traffic.

Events on the corridor greatly impact how people travel — with over 500% more people walking and rolling than on a typical, non-event day.

Data source: 2024 1st Ave N Technical Study



NETWORK INSIGHTS

Curbside uses and parking along 1st Avenue N

Surface parking detracts from the experience of the corridor by creating gaps in activity and visual intrigue.

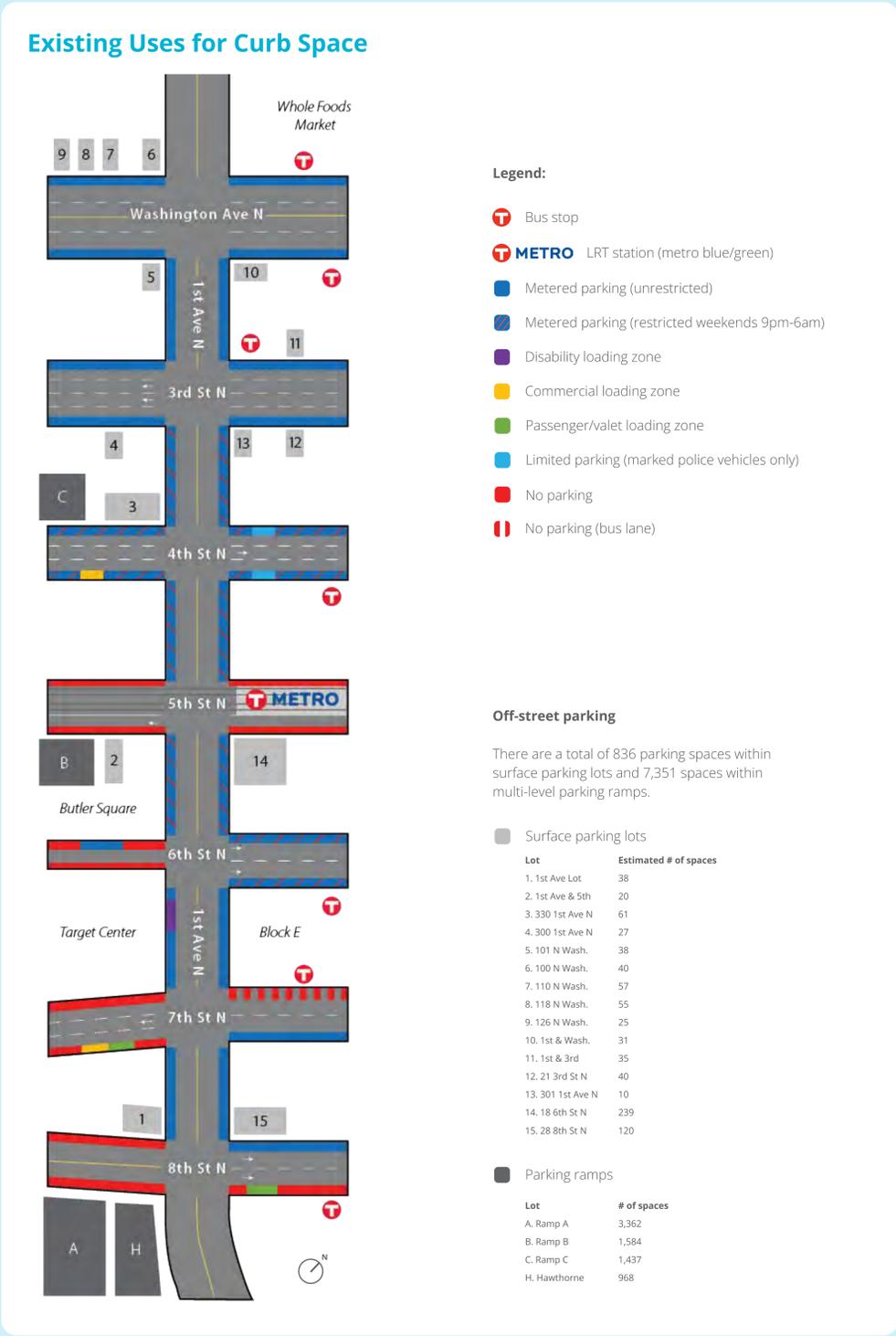
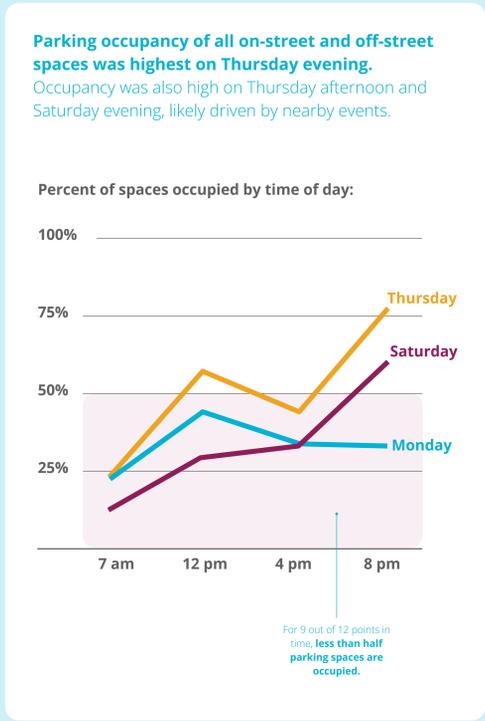


Impact to Safety and Vibrancy

Large surface lots reduce the sense of vibrancy and perception of safety along the avenue.

Today, the curb space on 1st Ave N is mostly used for metered parking.

Data shows that use varies greatly by time of day, and, on average, less than half of all parking spaces are in use.



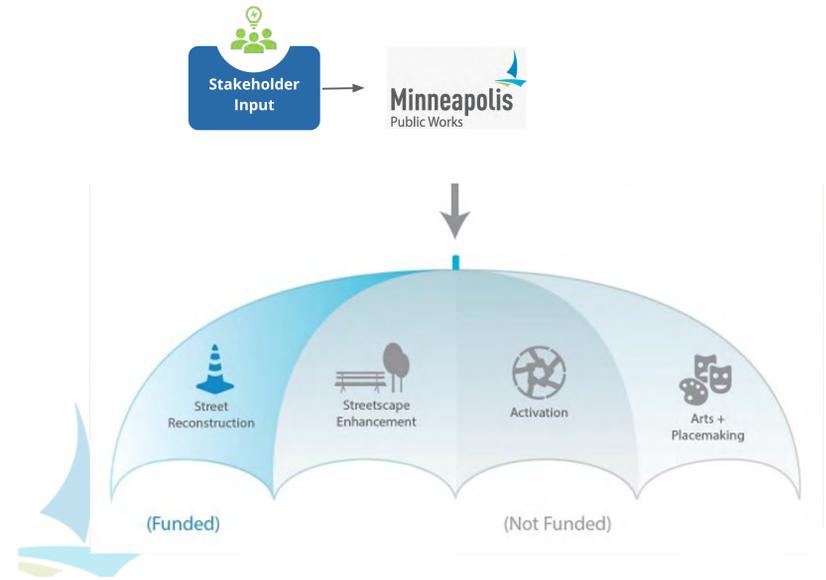
CONTEXT

How do street design decisions get made?



In the City of Minneapolis, reconstruction projects go through three design phases prior to construction: planning, concept design, and final engineering.

During the planning phase, the project team compiles policy guidance, technical information, and community and stakeholder feedback gathered through public engagement to generate potential design concepts that lead to a preferred street layout. The preferred layout includes all the street reconstruction elements funded by the City Capital Project Budget. Other features, like streetscape enhancements, arts, placemaking, activation and programming are important parts of the holistic vision for the street, but depend on other funding sources to be implemented.



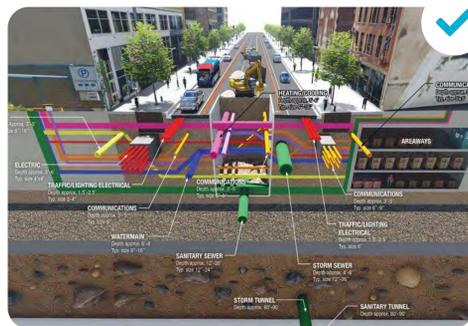
Street Reconstruction Elements

Funded in the city capital project budget



Surface Features

- Pavement surface
- Sidewalk and pedestrian ramps
- Curb and gutter
- Bike infrastructure and bike racks
- Maintenance of street



Sub-Surface Features

- Electrical utilities
- Storm sewer
- Sanitary sewer
- Water mains
- Private utilities
- Maintenance of sewers



Streetscape Improvements

- Pedestrian lighting (Pedestrian Priority Network)
- Street lighting
- Trees
- Green stormwater infrastructure (GSI)
- Maintenance of GSI features



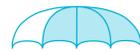
Signal Infrastructure, Signage, & Striping

- New street signs
- Pavement markings
- Traffic signal improvements

Note: List of Street Reconstruction features not all inclusive

Other Street Reconstruction Elements

Require other funding sources*



Streetscape Enhancement

- Wayfinding signage
- Pavement treatments
- Enhanced plantings
- Specialized fencing
- District signage
- Benches & seating



Arts & Placemaking

- Public art installations
- Artistic lighting
- Sculptures
- Interactive displays
- Murals



Activation & Programming

- Street cafes
- Community markets
- Performances
- Food trucks
- Seasonal activities & events

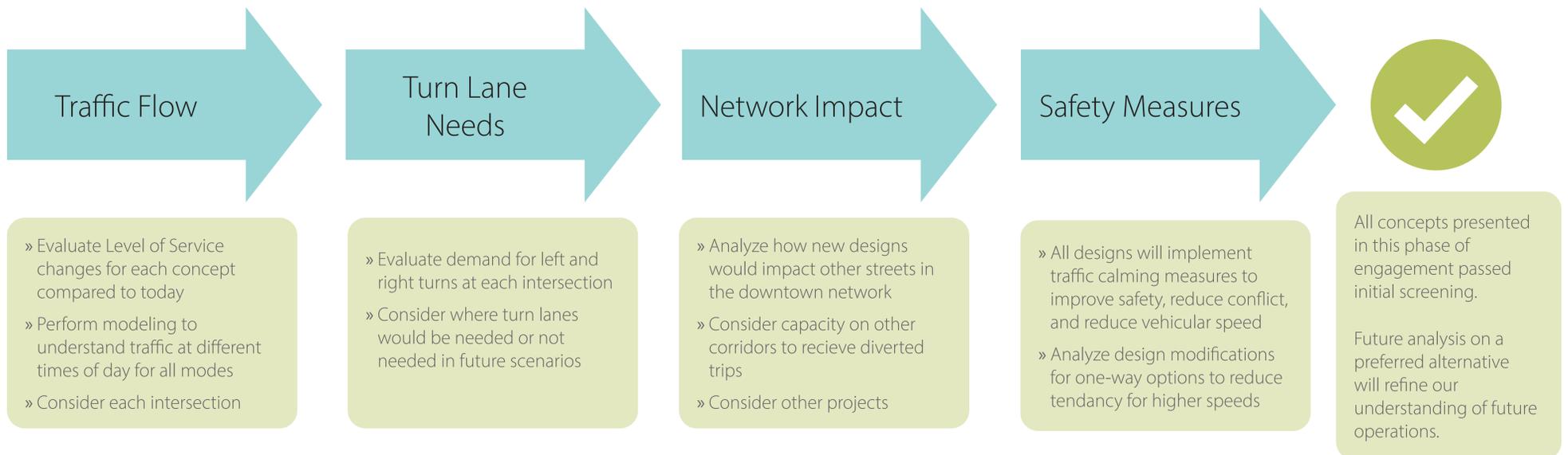
Other elements are important parts of the holistic vision for the street, but **depend on other funding sources to be implemented.**

Note: List of other features not all inclusive

Street Operations

We have conducted an operations analysis on each concept to verify traffic criteria are being met. The analysis demonstrates that all concepts would be technically feasible.

Preliminary Traffic Analysis Process



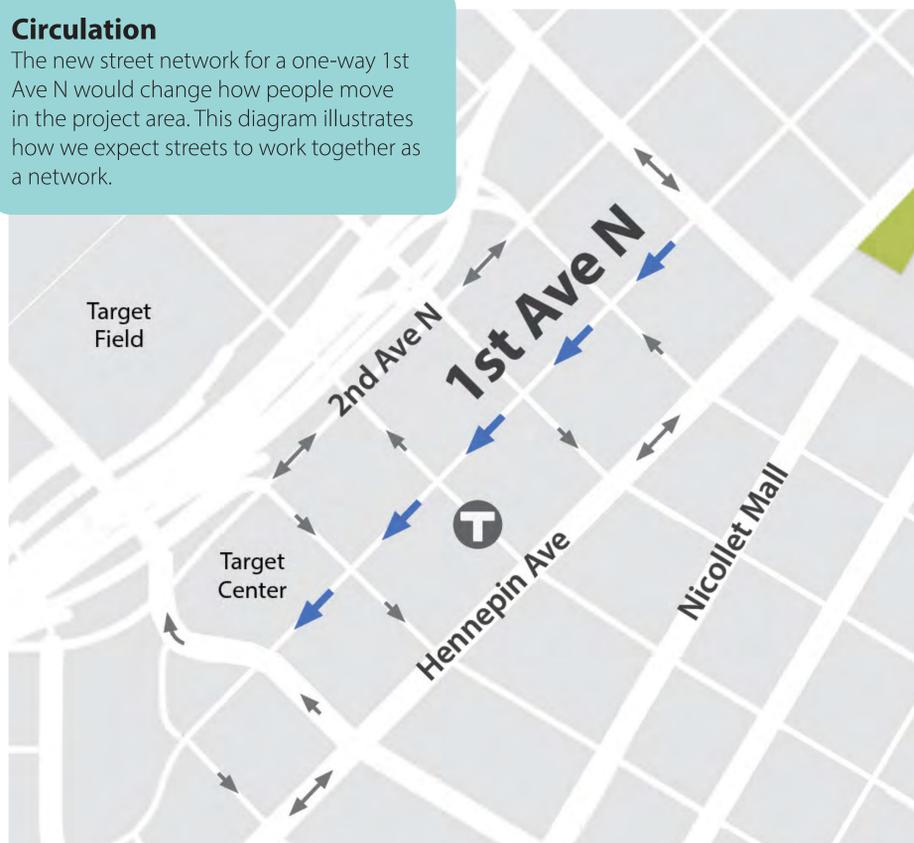
One-Way Operations Considerations

One-way options are being considered because:

- » Stakeholders expressed interest in Phase 1 and 2 of engagement.
- » Compared to two-way traffic, one-way traffic reduces the need for turn lanes at certain intersections, which opens up more space behind the curb to improve performance on project goals.
- » Traffic calming (such as chicanes or lane shifts) can limit long, straight lanes that lead to higher speeds. This would reduce the likelihood that traffic speed would increase while enabling less space to be allocated to moving cars and more space for people.

Circulation

The new street network for a one-way 1st Ave N would change how people move in the project area. This diagram illustrates how we expect streets to work together as a network.



Diversion

Northbound traffic diverserts to Hennepin Ave and 2nd Ave. Converting 1st to one-way southbound pulls in some additional southbound traffic, mostly from Hennepin.

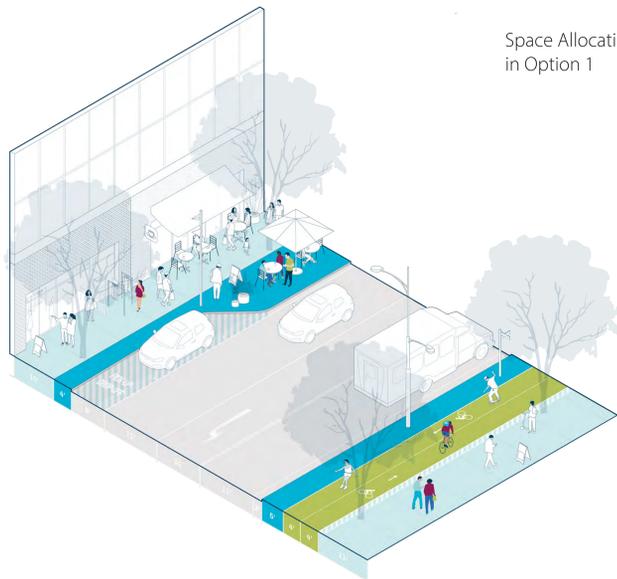
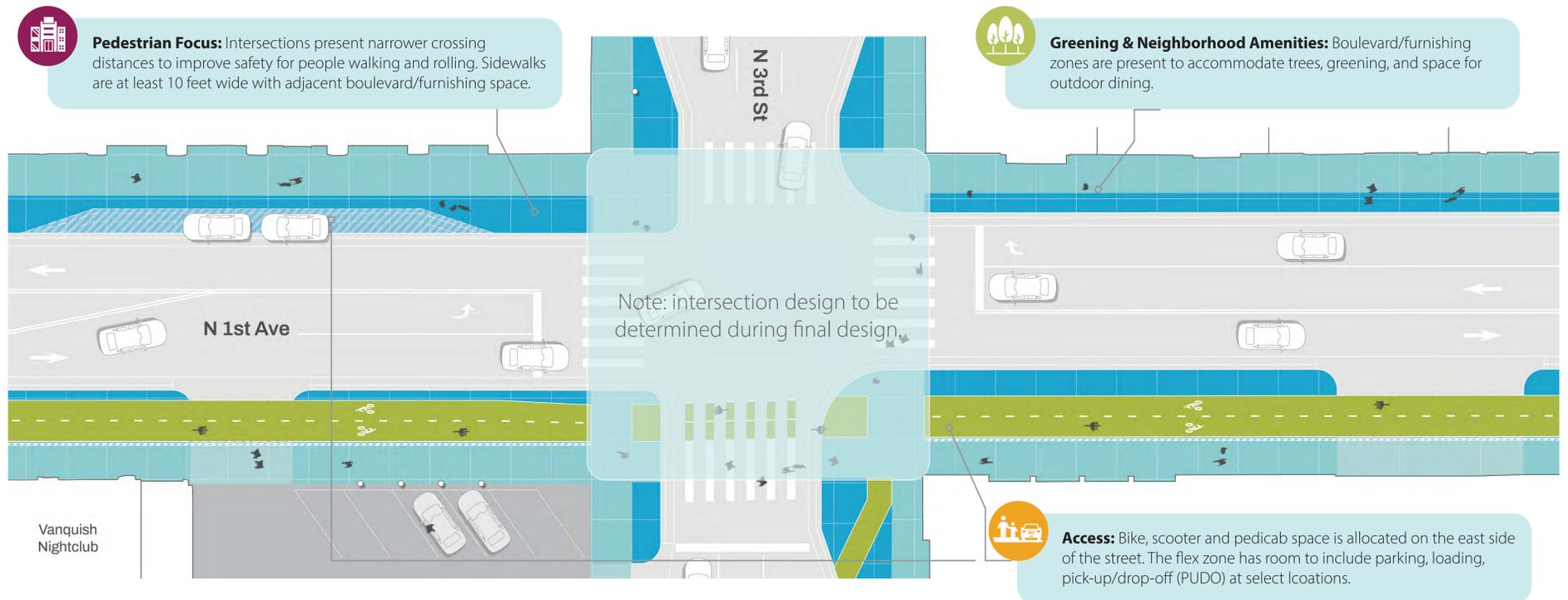


Next Steps

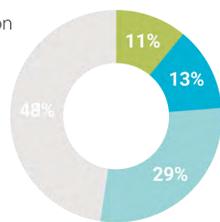
Future traffic analysis will finalize turn lane locations, optimize signal timing, update crash analysis with updated traffic volumes, and incorporate event traffic considerations.

Option 1: Two-Way with Bikeway

This concept includes two-way traffic, a two-way sidewalk level bikeway, sidewalks, furnishing zones and flexible areas.



Space Allocation in Option 1



- Bikeway
- Flex zone
- Sidewalk
- Roadway and driveways

Note: All furnishing and activities show here are examples only. Dimensions are preliminary. Details will be determined during final design.

Benefits

- » At least 10' sidewalks
- » Sidewalk-level bikeway provides separation between people walking/rolling and bikes/scooters/pedicabs
- » Preserves moderate boulevard space for greening
- » Maintains moderate space for sidewalks and pedestrian amenities
- » Two-way traffic lanes provide vehicle access in both directions
- » Bikeway provides direct access to destinations on 1st Ave

Tradeoffs

- » Turn lanes and bikeway results in the least available boulevard space of all options
- » Parking/loading will further reduce boulevard space
- » Least amount of space for greening of all options
- » Turn-lanes and bikeway reduce space for greening
- » Parking/loading may result in insufficient space for new trees
- » Turn-lanes reduce space for parking/loading and boulevard/furnishing zone
- » Bikeway reduces space for parking/loading

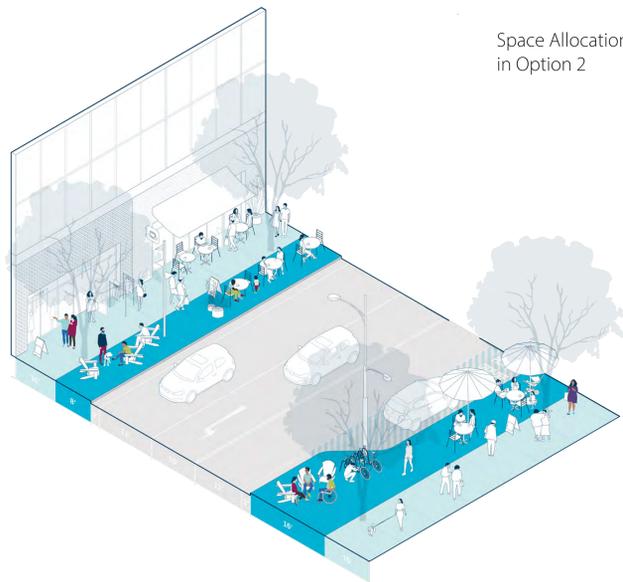
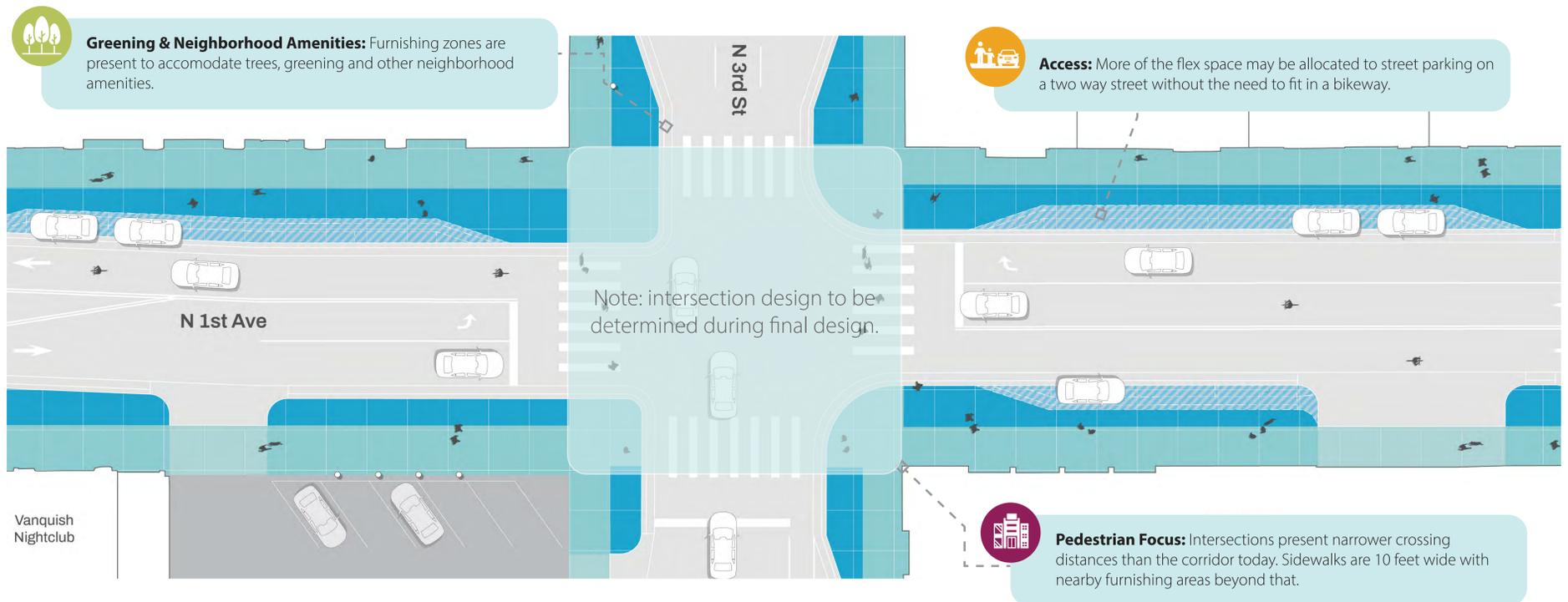
How well does this option meets the project goals?

Add a sticker to rank each option on a scale of 1 to 5 (1 = does not meet project goal at all and 5 = matches project goal extremely well)

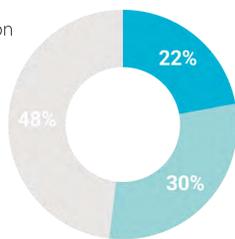
Goals	1 ★	2 ★★	3 ★★★	4 ★★★★	5 ★★★★★
Pedestrian Focus					
Access					
Greening					
Neighborhood Amenities					
Exciting Destination					
Nightlife & Events					

Option 2: Two-Way with No Bikeway

This concept includes two-way traffic, sidewalks, furnishing zones and flexible areas.



Space Allocation in Option 2



- Flex zone
- Sidewalk
- Roadway and driveways

Note: All furnishing and activities show here are examples only. Dimensions are preliminary. Details will be determined during final design.

Benefits

- » At least 10' sidewalks
- » Allows for boulevards large enough for outdoor dining where parking/loading isn't present
- » Preserves moderate boulevard space for greening
- » Maintains large space for sidewalks and pedestrian amenities
- » Two-way traffic lanes provide vehicle access in both directions
- » Lack of bikeway accommodates more space for parking / loading

Tradeoffs

- » Lacks dedicated facility to separate bikes / scooters / pedicabs from people walking
- » Turn-lanes reduce boulevard space for pedestrian amenities
- » Parking/loading will further reduce boulevard space
- » Turn-lanes reduce space for greening
- » Parking/loading may result in insufficient space for new trees
- » Turn-lanes reduce space for parking/loading
- » No direct access for bikes/scooters/pedicabs to destinations on 1st

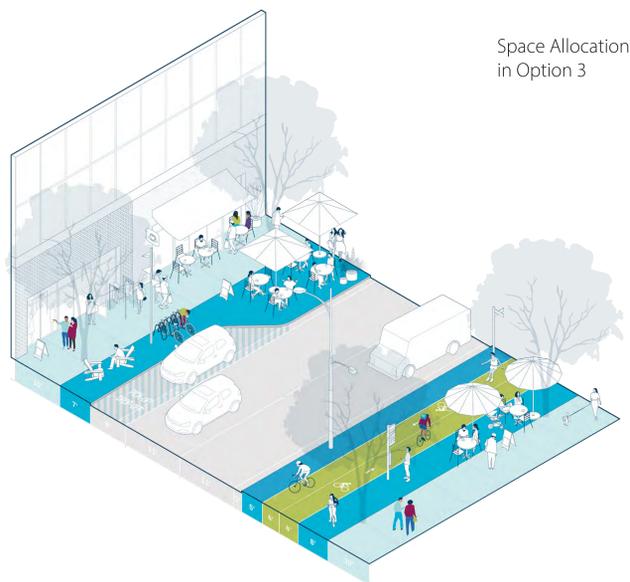
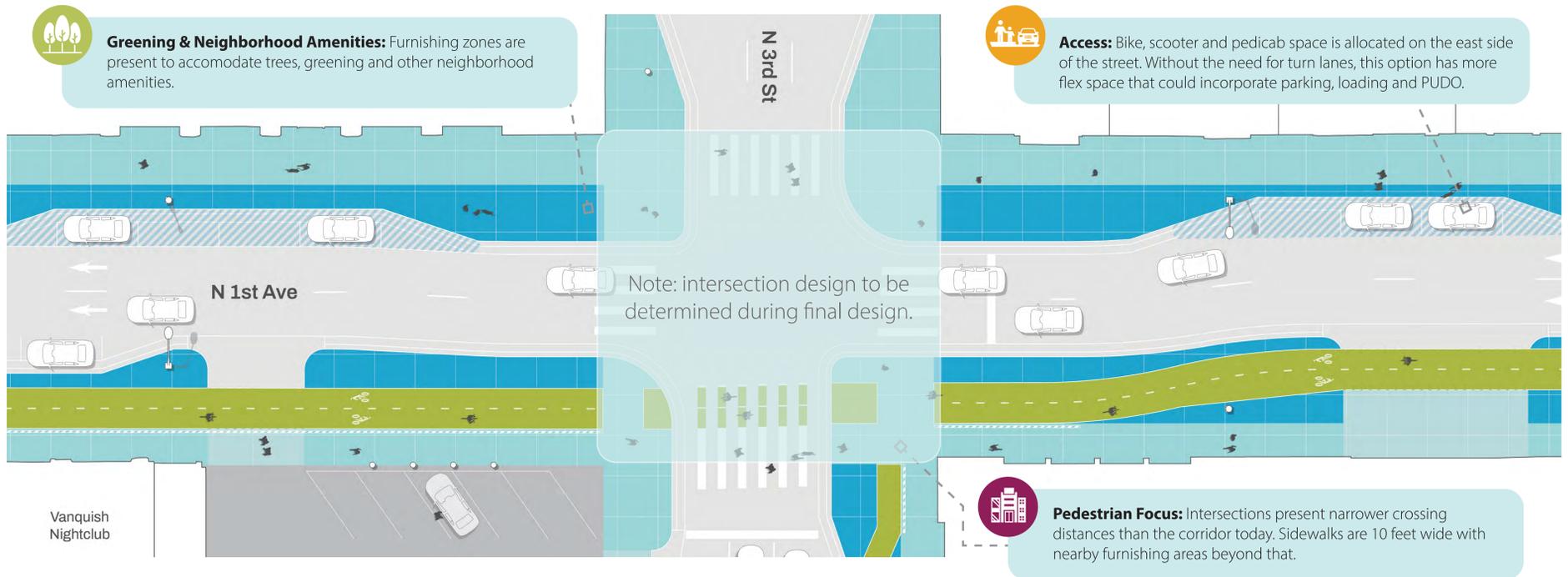
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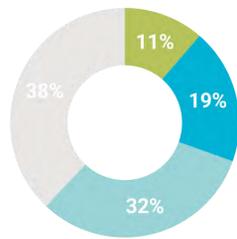
Goals	1 ★	2 ★★	3 ★★★	4 ★★★★	5 ★★★★★
Pedestrian Focus					
Access					
Greening					
Neighborhood Amenities					
Exciting Destination					
Nightlife & Events					

Option 3: One-Way with Bikeway

This concept includes one-way traffic, a two-way sidewalk level bikeway, sidewalks, furnishing zones and flexible areas.



Space Allocation in Option 3



- Bikeway
- Flex zone
- Sidewalk
- Roadway and driveways

Note: All furnishing and activities show here are examples only. Dimensions are preliminary. Details will be determined during final design.

Benefits

- » At least 10' sidewalks
- » Two-way traffic lanes provide vehicle access in both directions
- » Sidewalk-level protected bikeway provides separation between people walking and biking/using micro-mobility
- » Preserves large boulevard space for greening
- » Maintains large space for sidewalks and pedestrian amenities
- » Lack of turn lanes enables more space for parking / loading
- » Bikeway provides direct access to destinations along 1st Ave

Tradeoffs

- » Bikeway reduces boulevard space available for pedestrian amenities
- » Parking/loading zones and bikeway will decrease space available for greening
- » Requires northbound traffic to divert to Hennepin Avenue or 2nd Avenue potentially increasing trip length
- » Potential to increase existing southbound traffic on 1st Ave
- » Potential for increased traffic speeds without traffic calming elements like chicanes
- » Bikeway reduces space for parking/loading

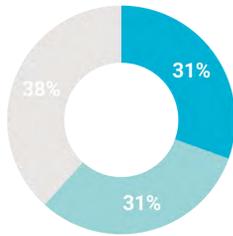
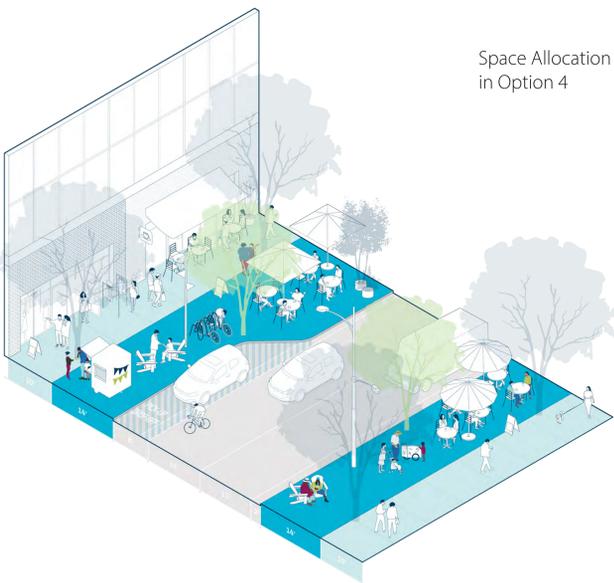
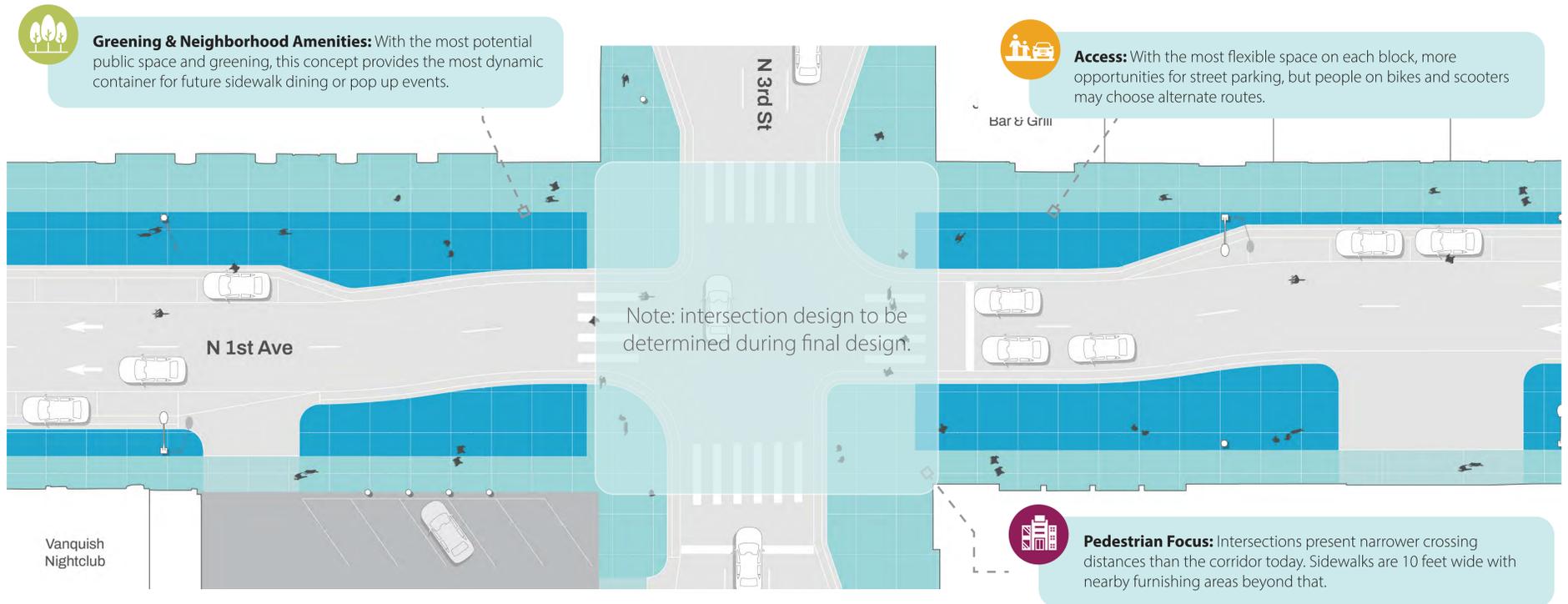
How well does this option meets the project goals?

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Goals	1 ★	2 ★★	3 ★★★	4 ★★★★	5 ★★★★★
Pedestrian Focus					
Access					
Greening					
Neighborhood Amenities					
Exciting Destination					
Nightlife & Events					

Option 4: One-Way with No Bikeway

This concept includes one-way traffic, sidewalks, furnishing zones and flexible areas.



- Flex zone
- Sidewalk
- Roadway and driveways

Note: All furnishing and activities show here are examples only. Dimensions are preliminary. Details will be determined during final design.

Benefits

- » Most boulevard space of all options for pedestrian amenities
- » Can best accommodate large crowds and queuing
- » Preserves large boulevard space for greening
- » Most space for greening of all options
- » Lack of turn lanes and bikeway accommodates more space for parking / loading
- » Has the most space for sidewalks and pedestrian amenities
- » Preserves the most available boulevard space for large crowds, events, and queuing
- » Most flexibility for outdoor dining areas

Tradeoffs

- » Lacks dedicated facility to separate bikes / scooters / pedicabs from people walking
- » Parking/loading zones will decrease space available for greening
- » Requires northbound traffic to divert to Hennepin Avenue or 2nd Avenue potentially increasing trip length
- » Potential to increase existing southbound traffic on 1st Ave
- » Potential for increased traffic speeds without traffic calming elements like chicanes
- » No direct access for bikes/scooters/pedicabs to destinations on 1st

How well does this option meets the project goals?

Add a sticker to rank each option on a scale of 1 to 5 (1 = does not meet project goal at all and 5 = matches project goal extremely well)

Goals	1 ★	2 ★★	3 ★★★	4 ★★★★	5 ★★★★★
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Access					
Greening					
Neighborhood Amenities					
Exciting Destination					
Nightlife & Events					

Design Matrix

Wondering how the concepts stack up? Compare the benefits and tradeoffs across multiple evaluation criteria.

Policy Criteria

All four options address adopted policy and Vision Zero goals.

Design Criteria

Criteria	Two-Way Options		One Way Options	
	Concept 1: Two-Way with Bikeway	Concept 2: Two-Way with No Bikeway	Concept 3: One-Way with Bikeway	Concept 4: One-Way with No Bikeway
Sidewalk	✓ Good: At least 10 ft sidewalk	✓ Great: At least 10 ft sidewalk with more space for enhanced tree cover or furnishings	✓ Good: At least 10 ft sidewalk	✓ Great: At least 10 ft sidewalk with more space for enhanced tree cover or furnishings
Boulevard/Furnishing Areas	⊕ Okay: 35-55% of space dedicated to public space. Existing trees preserved when possible. Some opportunities for enhanced landscaping.	✓ Good: 45-67% of space dedicated to public space. Existing trees preserved when possible. Most blocks have some space for enhanced landscaping.	✓ Good: 48-55% of space dedicated to public space. Existing trees preserved when possible. Most blocks have some space for enhanced landscaping.	✓ Great: 60-67% of space dedicated to public space. More flexible design allows for more trees to be preserved. Most blocks have some space for enhanced landscaping.
Traffic	✓ Good: Two way traffic with select turn lanes (2 lanes plus turn lane)	✓ Good: Two way traffic with select turn lanes (2 lanes plus turn lane)	✓ Good: One way traffic with no turn lanes (2 lanes)	✓ Good: One way traffic with no turn lanes (2 lanes)
Bikeway <small>(Bikes, scooters, pedicab use)</small>	✓ Great: Protected bikeway suitable for all ages, abilities	⊕ Okay: Bike, scooter and pedicab riders anticipated to use Hennepin Ave or traffic lane	✓ Great: Protected bikeway suitable for all ages, abilities	⊕ Okay: Bike, scooter, and pedicab riders anticipated to use Hennepin Ave or traffic lane
Flex Space <small>(Parking, loading, pick-up/drop-off, furnishing)</small>	✓ Good: Most blocks have on-street parking spaces aligned with typical demand.	✓ Good: Most blocks have on-street parking spaces aligned with typical demand.	✓ Good: Most blocks have on-street parking spaces aligned with typical demand.	✓ Good: Most blocks have on-street parking spaces aligned with typical demand.

Engagement Criteria: Project Goals

All concepts address project goals, with different emphasis.

Criteria	Two-Way Options		One Way Options	
	Concept 1: Two-Way with Bikeway	Concept 2: Two-Way with No Bikeway	Concept 3: One-Way with Bikeway	Concept 4: One-Way with No Bikeway
Pedestrian Focus	★ Medium: Space is split between more modes, safe and comfortable walking and rolling	★ High: Strong benefits to people walking and rolling	★ Medium: Space is split between more modes, safe and comfortable walking and rolling	★ High: Strong benefits to people walking and rolling
Access	★ High: Space for all modes	★ Medium: People on bikes, scooters, and pedicabs likely to take alternate route	★ High: Space for all modes	★ Medium: People on bikes, scooters, and pedicabs likely to take alternate route
Greening	★ Medium: Space is split between more modes, more constraints on space for greening	★ High: More space available for tree preservation and enhanced greening, dependent on funding	★ Medium: Space is split between more modes, more constraints on space for greening	★ High: More space available for tree preservation and enhanced greening, dependent on funding
Exciting Destination, Neighborhood Amenities and Nightlife & Events	Further design advancement needed, all concepts provide ways to fulfill this goal			