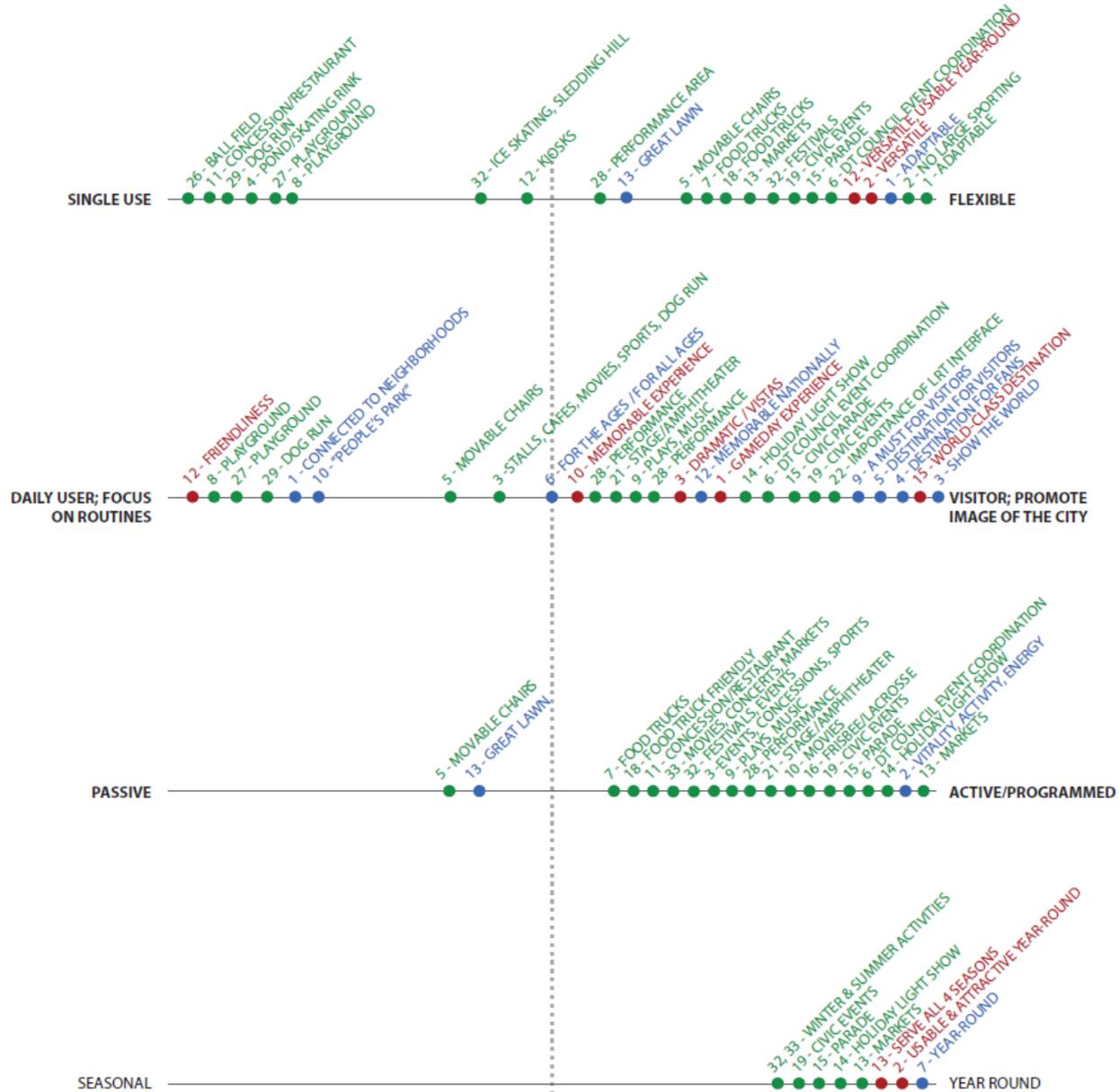


*East Downtown Park: Vision & Principles*  
*July 10, 2014*

# VISION, PRINCIPLES & PROGRAM VALUE MAP

PARK COMMITTEE COMMENTS, DECEMBER 2013



# *Consistent Themes from Committee*

- **Inspiring:** design and/or features that create awe and attracts visitors on its own.
- **World class destination with everyday appeal:** the park will be a place for daily and weekly rituals for residents and workers, it will serve stadium events as an accessory destination, it will serve as a venue for events, and it will be a primary destination on its own.
- **Flexible/multipurpose function:** the spaces within the park should fulfill multiple roles throughout the day, week, season, and year while being able to function and appear as a cohesive whole.
- **Year-round:** the park should perform in the winter as well as it does in the summer.
- **Actively programmed:** the park is designed and operated to promote a variety of uses and events.

# ***Focal Points for Vision & Principles***

Destination

User Functions

Connectivity

Resiliency

# ***Vision***

An inspiring world class destination with everyday appeal. A resilient and actively programmed space that amplifies the energy of adjacent uses and neighborhoods and announces downtown Minneapolis as a world class urban environment to live, work and play.

*An event space ...* that is the downtown gathering place. It will be the place for year-round outdoor events in downtown. It will be a space that accommodates and amplifies the energy and excitement of stadium events. It will consist of varied programs. It must be designed to accommodate large park-wide “once in a decade” events such as Superbowl as well as “once a week” events such a movies and smaller events.

*An everyday space...* that serves the needs of area residents, workers, guest and visitors. It will be the place that accommodates daily rituals like dog walking, lunch seating, and family activities. Its active and passive areas will create synergy and be inviting for all ages and abilities. It will be designed to create long lasting memories for its occasional visitors and will be a cherished place by its frequent users.

# ***Principles & Design Guidelines***

## **Destination**

**Create a premier urban destination that draws users from around the community and around the world**

- Captivate the imagination through bold design, artistry, and compelling spaces and features.
- Exemplify the essence of Minneapolis as a spirited city that is on the move
- Recognize the opportunity to become an iconic emblem for Minneapolis & Minnesota
- Integrate art into the infrastructure of the park

# ***Principles & Design Guidelines***

## **User Functions**

**Establish compelling reasons to make this urban space a vital part of daily life, recurring visits, public celebrations and large events.**

- Create a smart design that makes the park versatile and functional for a wide spectrum of demands from major events to individual activities.
- Anticipate the needs of events such as structures, security, lighting and noise mitigation and seamlessly integrate those features into the park design.
- Design for the important synergy and cooperative programming between the park and the stadium.
- Actively program the park with year-round events and activities that draws a diverse range of people.
- Pay attention to basic visitor services and creature-comforts like security, restrooms, refreshments, and places to sit, cool off or warm up.
- Design for synergy between active and passive uses.
- Design spaces, features, and infrastructure within the park to be multifunctional, creative and efficient in their use of space.
- Design and program the park to support a sustainable long term operating model
- Design for universal access that creates a safe and welcoming place for all.

# ***Principles & Design Guidelines***

## **Connectivity**

**Complement and connect to the full system of downtown public spaces and is one of the key downtown event venues.**

**Attract people to the park from the river, adjacent neighborhoods and the downtown core.**

- Create strong, visually appealing, approaches to the park from key site lines and access points. Including:
  - Downtown East LRT Station: The park, along with the stadium and its adjoining plaza, will serve as the front door to downtown for many visitors.
  - Portland Avenue presents a clear connection with the Mississippi Riverfront and the design should reinforce a legible connection to the river, the park and the Downtown East Station.
  - 5<sup>th</sup> Street and 5<sup>th</sup> Avenue Edge: This is the closest corner of the park to the downtown office core and clear legible connection to the West down 5<sup>th</sup> Street is needed.
- Invite users into the park through activated streetscape edges.



# ***Principles & Design Guidelines***

## **Connectivity**

**Minimize real and perceived impact of vehicular traffic on Park and Portland Avenues through the blocks of the park.**

- Utilize features such as reduction in vehicular lanes, paving treatments, reduction or minimization of curbing and integrated ability for temporary closures to allow the park to function seamlessly as one space.

# ***Principles & Design Guidelines***

## **Resiliency**

**Integrate an ecological and resilient ethos into its design.**

- Base the design in best practices for ecological and resilient design.

**Acknowledge the history of the site and surrounding area.**

- Integrate historical interpretation of the site and area.

# ***Next Steps***

July 17: Deadline for comments to be submitted  
Send to Marsha Wagner via email

August 14: Review and approve final vision and principles



