



MEMORANDUM

TO: City Planning Commission, Committee of the Whole
FROM: [Kimberly Holien](#), Senior City Planner, (612) 673-2402
DATE: January 14, 2016
SUBJECT: 600 1st Avenue N- Target Center Renovation

SITE DATA

Existing Zoning	B4C-2 District DP, Downtown Parking Overlay District
Lot Area	149,626 square feet / 3.43 acres
Ward(s)	3
Neighborhood	Downtown West (DMNA)
Designated Future Land Use	Institutional
Land Use Features	Growth Center (Downtown) Major Retail Center Activity Center
Small Area Plan(s)	Downtown East/North Loop Master Plan (2010)

PROJECT DESCRIPTION

The applicant and the Department of Community Planning and Economic Development (CPED) would like to introduce and seek feedback from the City Planning Commission (CPC) on the project proposed at 601 1st Avenue N, the Target Center. The attached plans include a site plan, floor plans, elevations and a color rendering.

The Target Center comprises the entire city block bounded by 1st Avenue N, 7th Street N, 2nd Avenue N/Rod Carew Drive and 6th Street N. The Target Center is a regional sports arena that opened in 1990. The Target Center hosts NBA and WBNA games, concerts, family shows and other sporting events. The facility hosts approximately 200 events annually. The proposal at this time is to renovate the interior and exterior of the existing building and construct an addition on the south (7th Street) side to accommodate new loading bays.

The exterior of the building currently consists of precast concrete, metal panels and minor accent materials. The applicant is proposing to re-clad the building with a copper-colored rain screen system comprised of articulated metal panels. Said panels have ridges and valleys with varying vertical widths to

provide dimension on the façade. New window openings are proposed on the concourse level overlooking 1st Avenue S and 7th Street N and the suite level overlooking 1st Avenue N.

As part of the project, the southeast corner of the building will be opened up with a new, two-story glass lobby that has frontage on 6th Street N and 1st Avenue N. This new lobby provides much needed transparency at the corner in a building that has very little clear glazing and activates the adjacent public streets. The new lobby will serve as the main building entrance and allows for direct access to the skyway level. The former main entrance along 1st Ave N will become the entrance to a new club on the ground floor. This entrance includes an adjacent valet drop-off. The building will retain skyway access via two existing skyways; one crossing 1st Avenue N and one connecting to the parking ramps northeast of the site. A potential third skyway connection is being considered at the corner of 2nd Avenue N and 7th Street N as part of the project. This skyway would provide a connection from the southwest.

An addition is proposed on the south side of the building to provide three new loading bays. The building currently has significant deficiencies related to loading and staging for events and utilizes the public streets for this purpose. The proposed loading dock addition is intended to improve the functionality of the building and the pedestrian experience along the streets immediately surrounding the site. Along with the addition of the loading dock, Public Works is currently working on a roadway realignment project for 7th Street N. The end result will see the elimination of an intersection and have fewer trucks interfering with traffic flow. The overall increase in gross floor area is 15,397 square feet, including the potential skyway addition.

In terms of the public realm, the most significant change proposed is to remove brick column enclosures to create a taller, two-story arcade with enhanced lighting along the public streets. Glass block and exterior stucco surfaces will be covered with glass. The applicant is also proposing to reduce the overall number of signs on the building while providing for new signage. The site has generous allowances for signage as it is located in the Downtown Entertainment Billboard District, per Chapter 544 of the zoning code related to Off-Premise Advertising Signs and Billboards.

Significant modifications and improvements are being made within the interior of the building as well, as described in the project description submitted by the applicant. Said document is attached.

APPLICATIONS

Based on staff's preliminary review, the following land use applications have been identified:

- Site Plan Review

A complete application has been submitted and the project is scheduled for the January 25, 2016 City Planning Commission meeting.

TARGET CENTER RENOVATION

LAND USE APPLICATION EXTERIOR DESIGN BRIEF

TARGET CENTER RENOVATION

Minneapolis, MN

INTRODUCTION

When the Target Center was constructed in the late 1980's, the building was at the edge of downtown Minneapolis. The building's entrance along First Avenue was the front door, and there was little development to the north of the site. The building was constructed during an era when many arenas were enclosed interior environments.

Since that time, the City of Minneapolis has grown dramatically. Parking ramps have been constructed with skyways that serve downtown businesses, projects like Target Field have successfully integrated with the warehouse district, and the North Loop is seeing major development. As a result, Target Center is now in the heart of downtown, with light rail patrons, pedestrians, and bicyclists all moving around the building. The design recognizes this dramatic change in the downtown context, addressing improvements around the building. A new entrance is created at the corner of First Avenue and Sixth Street and windows are added on the concourses and other patron levels. A major goal of the design is to simultaneously animate the experience for patrons inside the building while enlivening the exterior pedestrian environment. This connection between the inside and outside of a previously insular building will enhance both the experience of building users and the dynamic environment of this urban entertainment district in downtown Minneapolis.

OVERALL EXTERIOR DESIGN APPROACH

The existing exterior of the Target Center is comprised of a number of materials, including exterior precast, faded metal panels, and proliferate signs, with minor accents of brick and glass. The existing street level arcade is a low, one-level arcade with massive brick-enclosed columns that do not convey a safe and friendly street-level environment.

The design improves the pedestrian experience along the streets by lifting the new exterior enclosure to lighten the building's street presence and create a feeling of safety along the public faces of the building. Existing brick column enclosures will be removed and concrete columns will be exposed to create a taller two-story arcade with enhanced lighting. Glass block and exterior stucco surfaces at the arcade will largely be covered by glass and curtain wall that will enliven the

LAND USE APPLICATION EXTERIOR DESIGN BRIEF

TARGET CENTER RENOVATION

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street presence of the building and allow light to the lower LifeTime Fitness level through the existing glass block. The design improves the pedestrian experience along the streets, lifting the new exterior enclosure to lighten the building's street presence and create a feeling of safety along the public faces of the building.

The former main entrance to the building on First Avenue will become the entrance to a new club at street level that will accommodate valet parking and be available for meetings and dining events when not used for arena club activities.

Above this two-level arcade, the existing façade materials remain but are clad with a new copper-colored rain screen system skin comprised of metal panels that both enliven and unify the facades. These copper-colored metal panels enliven the façades and create a more dynamic presence for the arena. The metal panel cladding consists of articulated panels that are bent to provide shadow lines and relief to the massive façades, breaking down the scale. The panels have ridges and valleys with the vertical width of the faces varying from six inches to fifteen inches with a depth of two to four inches. The finish of the panels are not a homogenous painted surface but will have a multi-colored layering effect for a textured look. These metal panels are perforated by irregular strip windows, or LED lit openings, that break down the insular feeling of the existing building and animate the experience for patrons inside the building. The darker color of the exterior harmonizes with the rich bricks of the warehouse district and will create a warmer and more inviting environment. The existing beige metal roof enclosure is partially concealed and the circular "louvers" are being replaced to complement the copper skin and refresh the look of the building.

The darker color of the exterior fits nicely with the rich bricks of the warehouse district and will create a warmer and more inviting environment. This new enclosure is complemented with glass that connects interior clubs and concourses to the outside, and will enliven the building both inside and out.

New windows to the exterior are added on the concourse level overlooking First Avenue and Seventh Street and the suite level overlooking First Avenue (there is a smaller existing window now at this location). New windows are also provided in conjunction with the potential new skyway at the corner of Second Avenue and Seventh Street.

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TARGET CENTER RENOVATION

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Signage elements of the new design are controlled and composed as accents to the façade. At the Seventh Street view corridor, a major “scoreboard” sign integrates the Target Center logo, a programmable video board, and signage recognizing the cornerstone partners of Target Center. The main entry identifies the Target Center name, with identity given to the Health Club at the entrance level. At the northwest corner of the building facing Target Field, the existing Target logo is retained.

The green roof atop the building, implemented after the original construction, is a sustainable and welcome element to the building that will be retained in the exterior redesign.

ENTRANCES

The proposed new main entrance to the building is at the corner of First Avenue and Sixth Street. This location integrates with one of the main entrance routes to Target Field along Sixth Street and is one of the significant opportunities to connect the interior of the existing building to the community. The transparent new entrance makes a strong visual connection between the street level pedestrian environment and the skyway environment. A two-story entrance lobby addresses admission and ticketing functions, access to arena activities at the skyway level, and waiting and gathering functions. The new lobby at First and Sixth will allow for direct and clear access to the skyway level with a new lobby directly off of this corner. This will make for a more natural and intuitive connection for pedestrians to the arena and to the lobby. In addition, the new lobby provides an integrated way to provide both identity and access to the Lifetime Fitness Health Club in the lower level of the arena and the restaurant that faces Sixth Street.

Above the main entrance at the arena level, the design creates a space inside the building that expands the main concourse with overlooks at the suite level and the upper concourse. An open corner provides visible evidence of the activity inside the building, further enlivening this active entertainment district.

Two existing skyway bridges, one crossing First Avenue and the other connecting to the parking ramps to the northeast, are retained as major entrance points to the design. The width of the skyway that goes through the arena (connecting Mayo Clinic Square to the Ramp A / Ramp B skyway) is being significantly increased. During the non-event times, this will enhance the flow

LAND USE APPLICATION EXTERIOR DESIGN BRIEF

TARGET CENTER RENOVATION

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through the building; during events, it will bring the arena patrons directly to the concourses with queuing on this level instead off of the street.

A third skyway, from the southwest, is under consideration as part of the design that will connect skyway patrons directly to the suite level and the concourses of the arena. These multiple entrances will enhance the connectivity of the building to its urban environment and further support the mixed-use nature of the arena and its tenants.

PUBLIC SPACE & BUILDING SERVICE IMPROVEMENTS

While the overall design strives to prioritize concepts that enhance the fan-friendly experience at Target Center, there are a number of service and “back of house” improvements to the building that are essential to the successful operation of a modern arena. The existing building has significant deficiencies in staging accommodations and loading dock facilities for large events that compromise the pedestrian experience at street level. The new design adds three truck bays to the existing loading dock and interior modifications to address these issues. This function is located on the south side of the facility.

Seventh Street is being realigned in conjunction with this project. By adding three new loading docks, the truck flow will be improved with fewer trucks conflicting with traffic flow. An intersection is eliminated creating a safer pedestrian crossing from downtown to Target Field. A minimum width of fourteen feet six inches on the sidewalk is being maintained; the existing sidewalk narrows down to nine feet now.

ARENA DESCRIPTION

The Target Center, which opened in 1990, is a multi-purpose entertainment and professional sports complex located in downtown Minneapolis. It is owned by the City of Minneapolis, currently operated by AEG and the primary tenants play all of their NBA and WNBA home games at the arena. It is the 22nd busiest building in the nation, and 51st busiest in the world. It hosts about two hundred events annually, and has one million visitors pass through its gates per year. Events include the primary tenants' home games, concerts, family shows and other sporting events such as hockey, ice skating and gymnastics. Additionally, the Target Center hosts a variety of Minnesota state high school league tournaments.

RENOVATION PURPOSE

The principal objectives in renovating the Target Center are to extend the arena's useful life, maximize the arena's economic and fiscal opportunities to generate revenues for the City, AEG, and the arena's primary, long-term tenants, the Minnesota Timberwolves and the Minnesota Lynx. This is being accomplished by providing program elements, amenities and design features that make the arena competitive as a multi-use, family-oriented entertainment venue while meeting the needs of the Target Center's primary tenants.

The City of Minneapolis is renovating the city-owned Target Center to

1. Improve the fan experience areas with additional clubs and gathering spaces, and improving the patron circulation.
2. Update the exterior to coordinate better with the surrounding neighborhood and Target Field.
3. Construct a new prominent entry on First Street and Sixth Avenue that will increase the visibility of Target Center and improve the neighborhood.
4. Add enhanced premium spaces, renovate and upgrade the concourses, lobbies and entrances
5. Improve the service to the building by a loading dock addition and thereby improving truck traffic on Seventh Avenue and Second Street.
6. Upgrade audio/visual equipment and lighting to attract the best national entertainment acts to the upper Midwest.

PROJECT COMPONENTS

The Project will include the following components:

1. Exterior enclosure, site improvements & exterior signage:
 - Integrate and complement other existing features and attractions in the surrounding area
 - Expand/relocate entrances from the street
 - Enhance/renovate building exterior including additions of glass and exterior signage
 - Enhance/renovate the health club entrance
2. Back of house & primary tenant facilities:
 - Upgrade the back-of-the-house support facilities to include expansion of the loading

- docks, vertical transportation, etc.
 - Improved loading docks
 - New/renovated locker & dressing rooms
3. Skyway:
 - New skyway connection to parking ramp A [being bid as an alternate]
 4. Premium spaces & offices:
 - New courtside club
 - New suite level club
 - New and renovated premium seating offerings
 - Kitchen facilities to support club spaces
 - Suite renovations
 5. Circulation, wayfinding signage & concourses:
 - Improved pedestrian traffic flow
 - Easier access in and out of building
 - Update food service areas
 - Update public concourses
 - Updated corridors at skyway and suite levels
 - Renovated lobby and box office
 - Renovated team store
 - New & renovated public restrooms
 - Attract attendees to events due to heightened aesthetics, service, quality and comfort levels
 - New wayfinding signage
 6. Arena & bowl improvements:
 - Increased ADA seating capacity for concerts and family shows
 - Accommodate current uses and users of existing alternative venues
 - Acoustical & sound system improvements
 - Stadium vision system and tele/data infrastructure upgrade (including arena Wifi)
 - Production facility HD quality upgrade
 - Center hung scoreboard HD upgrade
 - Ribbon board replacement
 - Scoreboard control room

RELATED PROJECT

In order to accommodate the new Loading Dock, the Minneapolis Public Works Department has a separate, independent project to realign Seventh Street. If required, that work will be submitted by City of Minneapolis Public Works and AECOM under separate application.

TARGET CENTER RENOVATION PROJECT

11 December 2015

LAND USE APPLICATION

General Information/Background

GENERAL INFORMATION

Property ID: 22-029-24-43-0142

Address: 600 1st Ave N
Minneapolis, MN 55403

Owner: City of Minneapolis
c/o Convention Center
1301 Second Avenue South
Minneapolis, MN 55403

Owner Representative: Jeffrey Johnson, Executive Director, Minneapolis Convention Center
Email: Jeffrey.Johnson@Minneapolismn.gov
(612) 335-6310

Applicant Representative: Tom Hysell, AIA, Principal
Alliance
400 Clifton Avenue
Minneapolis, MN 55403
(612) 874-4191 direct
(612) 205-0785 cell

School District: 001
Watershed District: 6
Parcel Area: 3.43 acres
149,626 ft²

This address is in: Downtown West Neighborhood
City of Minneapolis Police Precinct 1
City of Minneapolis Ward 3, Jacob Frey Council Member

LEGAL DESCRIPTION

Torrens/Abstract: Torrens
Addition: Reg. Land Survey No. 1664
Metes & Bounds: Tracts A,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z In RIs No 1664 Also Tracts C,D,E,F,G H
In RIs No 1662

LOT INFORMATION

Lot Size: 127,999 ft²
Tract/Block: / 210
Zone: B4C-2/ Downtown Commercial District(`99)
DP/ Downtown Parking Overlay District(`99)

Year Built: 1990
Stories: 8

TARGET CENTER RENOVATION PROJECT

11 December 2015

LAND USE APPLICATION

General Information/Background

Building Area(+ Basement):	622,188 ft ²
Ground Floor:	117,450 ft ²
Second Floor:	57,381 ft ²
Basement Area:	117,450 ft ²
Building Code:	CEB, Basketball Arena

BUILDING HEIGHT

The typical building height is from Ground Level to the top of the roof parapet is 133'-11" the building slopes down from street level to loading dock access on the NW corner where the height is 151'-8".

EXISTING AREA + NEW AREA

Existing Footprint Area:	117,450 ft ²
Total Existing Building Area:	622,188 ft ²

Note: The naming of the floors is consistent with the original floor plans as follows:
The basement (LifeTime Fitness and Back of House) levels are Level One and Level Two.
The Ground Floor is the Event Level or Level Three.
The Existing Skyway Level is Level Four.
The Lower Concourse is Level Five.
The Suite Level is Level Six.
The Upper Concourse is Level Seven.
The Mechanical Mezzanine is Level Eight.
Above the bowl is the Catwalk Level.

Proposed New Area

Note: These areas do not include stairs replaced with new floors or open atrium or roof area.

Level One:	0 ft ²
Level Two:	256 ft ²
Ground Floor:	11,154 ft ²
Level Four:	1,234 ft ²
Level Five:	546 ft ²
Level Six:	64 ft ²
Level Seven:	64 ft ²
<u>Level Eight:</u>	<u>0 ft²</u>
TOTAL NEW	13,318 ft ²

The project includes an alternate for a Skyway going from the southwest corner of the arena to the skyway that connects Ramp A and Ramp B and which runs parallel to Second Avenue. If accepted, additional floor area is required on the Lower Concourse Level Four.

The following is the area required by the new skyway and Level Four:

Skyway:	1,295 ft ²
<u>Level Four:</u>	<u>784 ft²</u>
TOTAL NEW	2,079 ft ²

The total new gross area, if the alternate skyway is incorporated, is 15,397 ft².

Proposed New Total Area

Without new skyway:

TOTAL AREA: 635,506 ft²

With new skyway:

TOTAL AREA: 637,585 ft²

Impervious Paving

Note: These areas do not include the Target Field Plaza pedestrian bridge or the exterior stairs around the south side of the building.

Existing:	34,563 ft ²
Removing:	18,719 ft ²
<u>Adding back:</u>	<u>22,962 ft²</u>
TOTAL	38,806 ft ²

Building Footprint

Note: The Building Footprint is expanded by the addition of the Loading Dock, addition Ground Floor area is added for the Locker Room (586 ft²), the Courtside Club (1,167 ft²), and the Main Lobby (705 ft²) but those areas are under the existing overhangs and do not add to the footprint.

Existing:	117,450 ft ²
<u>New Loading Dock:</u>	<u>8,696 ft²</u>
TOTAL	126,146 ft ²

SPECIFIC APPLICABLE ORDINANCE REQUIREMENTS

Bicycle Parking

Per Table 541-3 Bicycle Parking Requirements, for a Regional Sports Arena, one space is required for 20,000 GFA. Target Center will have 635,506 GFA therefore 32 spaces are required. Thirty-five are provided.

Principal Use

Per Table 549-1 Principal Uses in the Downtown Districts, a Regional Sports Arena is a Principal Use in B4C.

Parking

Per Table 541-1 Specific Off-Street Parking Requirements, no off-street parking is required if located in the downtown area.

Signage

543.280. - Regional sports arena.

- (a) In General. Signs accessory to regional sports arenas shall be regulated by the sign standards for the Downtown Entertainment Area as specified in Table 543-3, Specific Standards for Signs in the Downtown Districts, except as otherwise provided in this section.
- (b) Roof signs. Notwithstanding any other provision to the contrary, signs attached to the wall or

roof of a regional sports arena are allowed, provided they shall not extend higher than twenty (20) feet above the top of the building wall. Signs applied flat on the roof and which are intended to be primarily viewed from above are allowed.

- (c) Maximum area per signs attached to buildings. There shall be no limit to the maximum area per sign within the size allocation allowed pursuant to Table 543-3 for signs attached to buildings.
- (d) Sign placement. Sign area allowed based upon the length of a primary building wall pursuant to Table 543-3 shall not be limited in placement to the primary building wall upon which it is based but may be placed upon any primary building wall.
- (e) Freestanding signs. One (1) freestanding sign shall be allowed. The maximum height of a freestanding sign shall be thirty-five (35) feet. The sign may be a back-to-back sign with a maximum of one thousand two hundred (1,200) square feet of signage on each side. If the sign includes both on-premise and off-premise advertising, the total amount of signage shall not exceed one thousand two hundred (1,200) square feet on each side.

(2009-Or-056, § 10, 7-17-09; 2010-Or-001, § 3, 1-15-10)

PROJECT TEAM

The design team for the Target Center is comprised of the following:

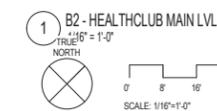
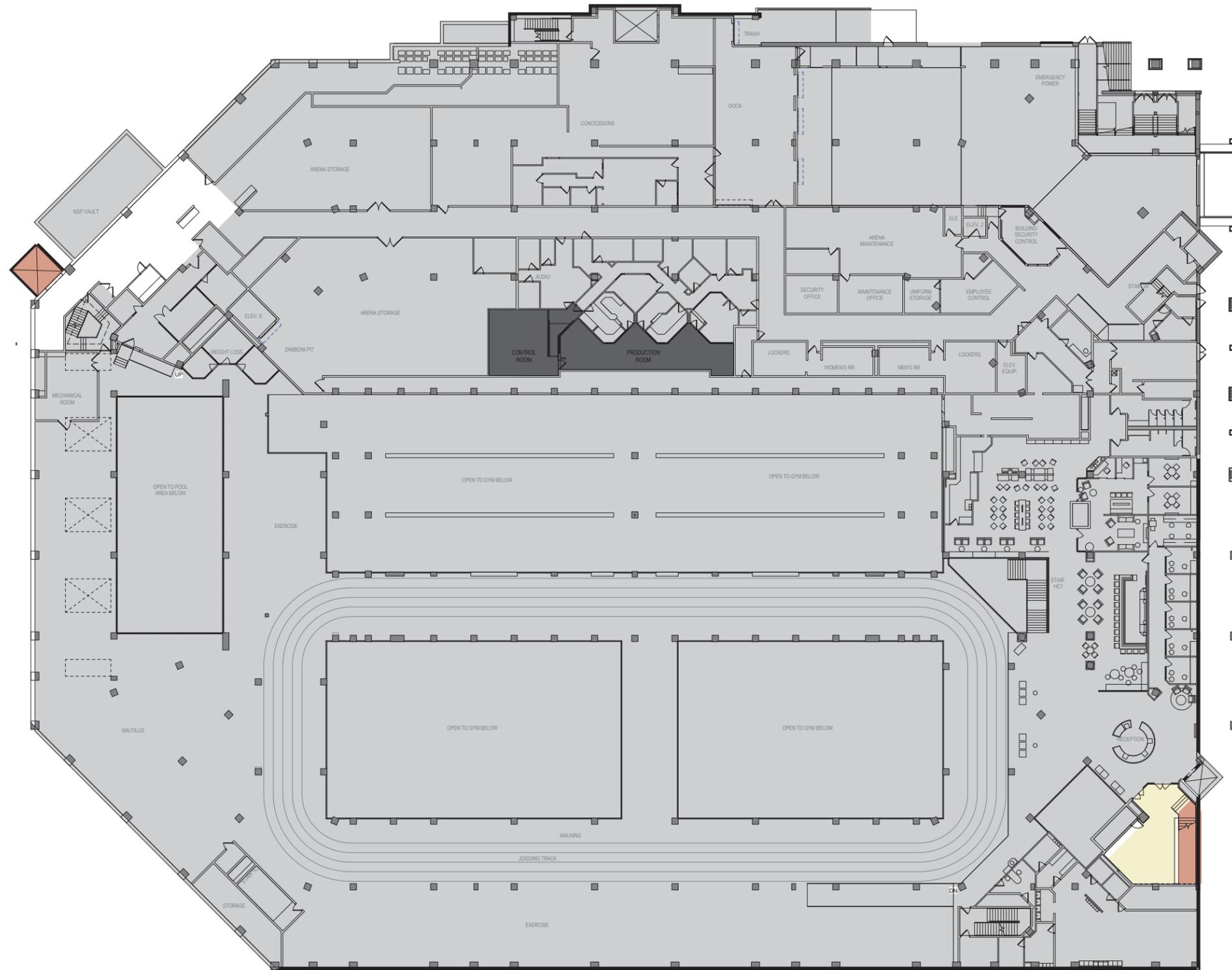
- Design Architect and Architect of Record: Alliance, Minneapolis, MN
- Sports Design Architect and AOR for premium spaces: Sink Combs Dethlef, Denver, CO
- Associate Architect: 4RM+ULA, St. Paul, MN
- Interior Design: Alliance, Minneapolis, MN
- Interior Design: Studio Hive, Minneapolis, MN
- MEP Engineering: ME Engineers, Denver, CO
- Structural Engineering: Ericksen Roed Associates, St. Paul, MN
- Code Analysis: Jensen Hughes, Baltimore, MD
- Lighting Design: Lighting Matters, Minneapolis, MN
- Civil Engineer: EVS, Eden Prairie, MN
- Fire Protection Engineer: Coastwise Fireguard, Webster, MN
- Food Service: Duray, Denver, CO
- Commissioning: Questions & Solutions Engineering, Chaska, MN
- Technology: TMC, Shorewood, MN
- Sports Technology: WJHW, Dallas, TX
- Signage, Wayfinding: Dimensional Innovations, Kansas City, MO
- Exterior Envelope Consulting: WJE, Minneapolis, MN

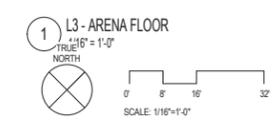
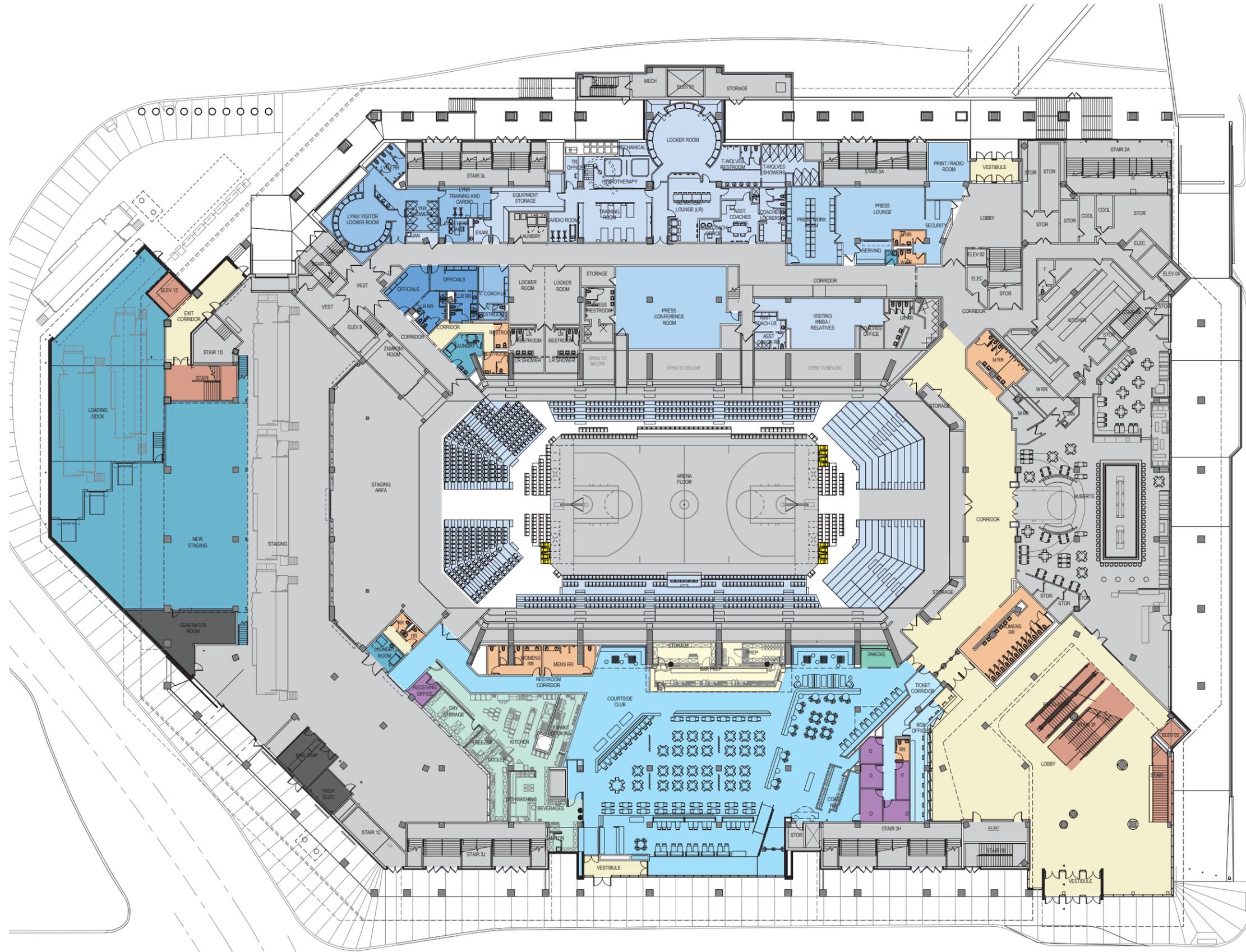
CONSTRUCTION MANAGER AT RISK

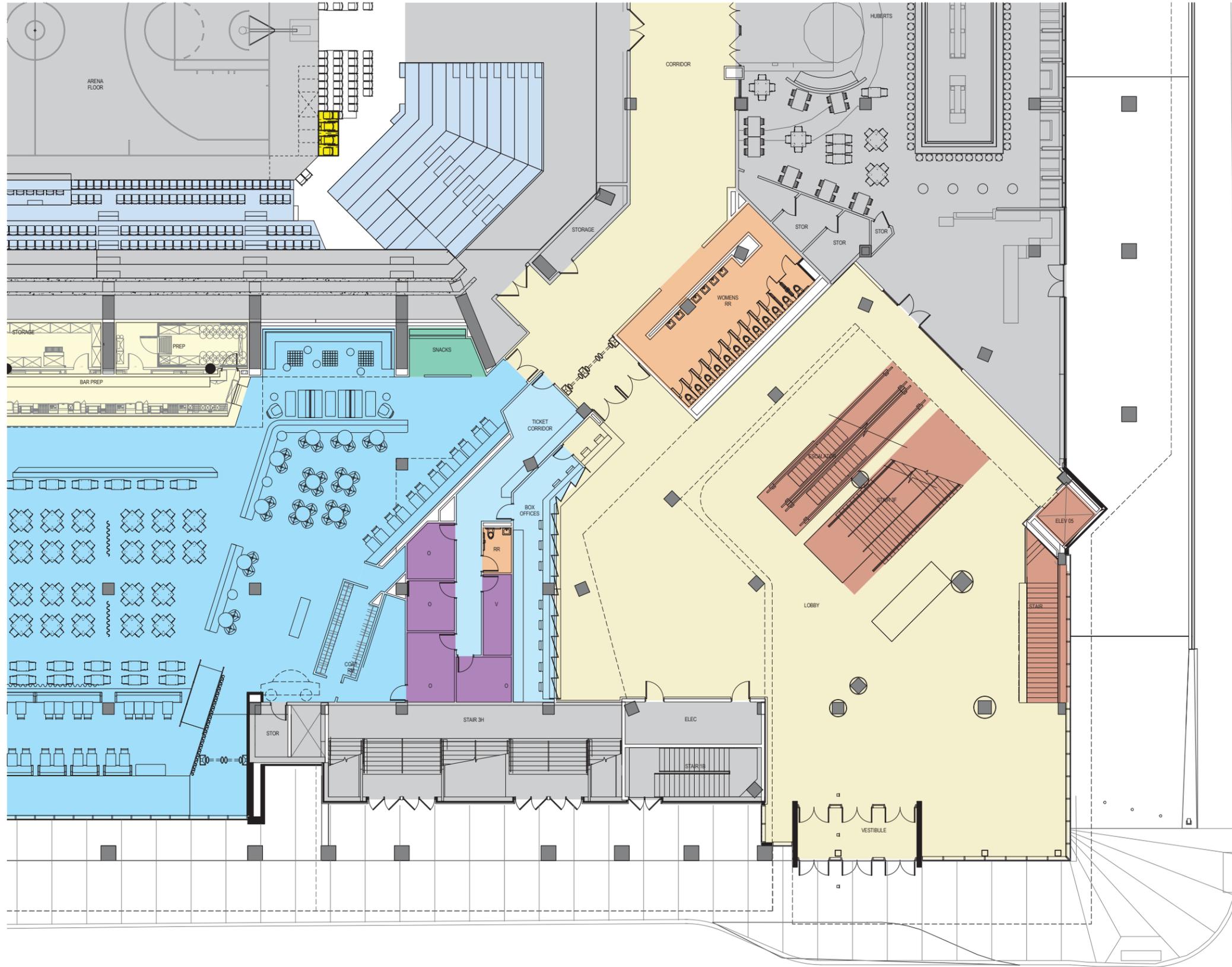
The Construction Manager at Risk for the Target Center is Mortenson Construction, Golden Valley, MN

TARGET CENTER RENOVATION PROJECT
LAND USE APPLICATION
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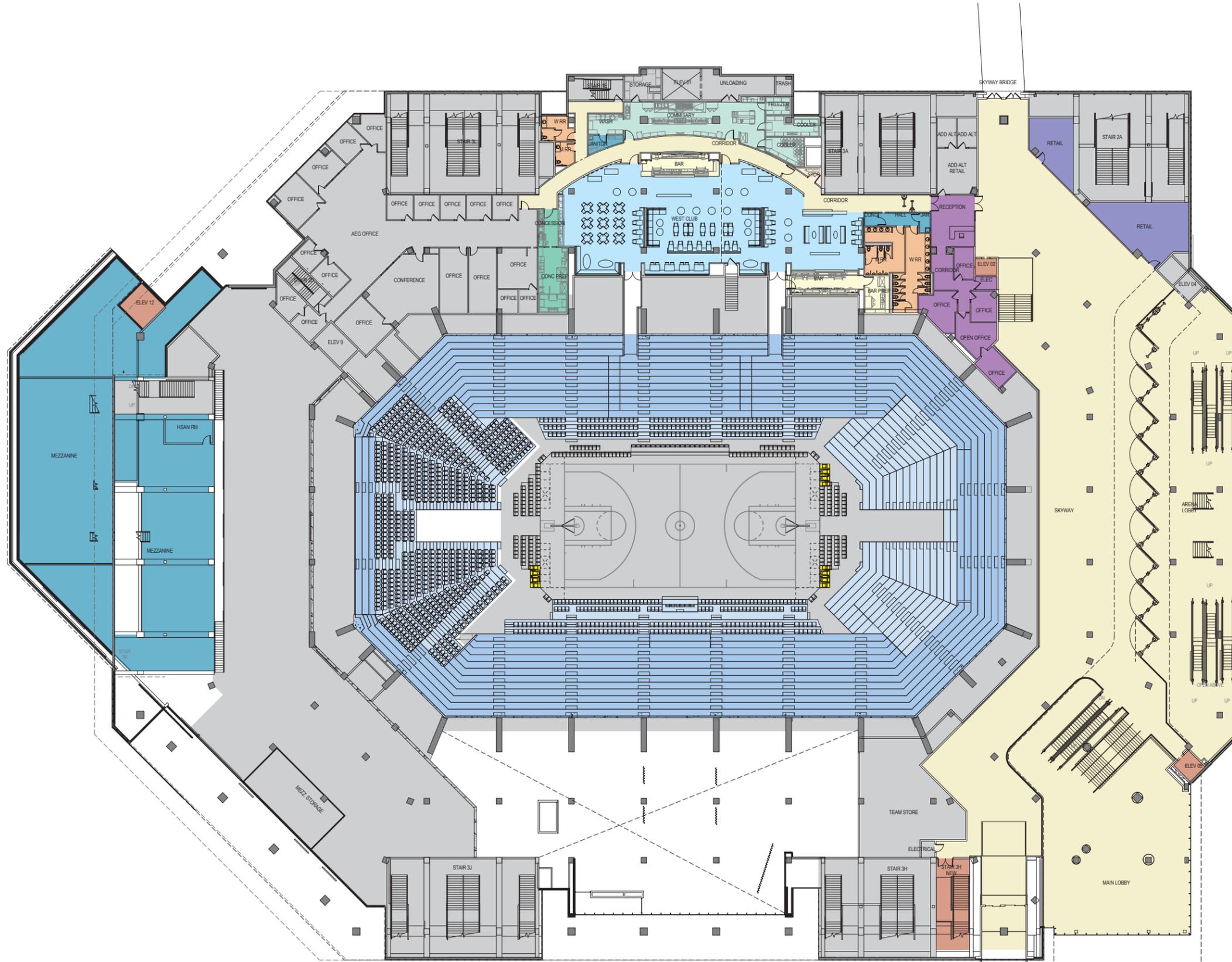


1 L3 - ARENA FLOOR
1/8" = 1'-0"

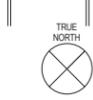


0 8 16 32
SCALE: 1/16"=1'-0"



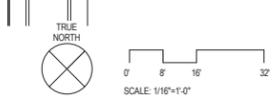
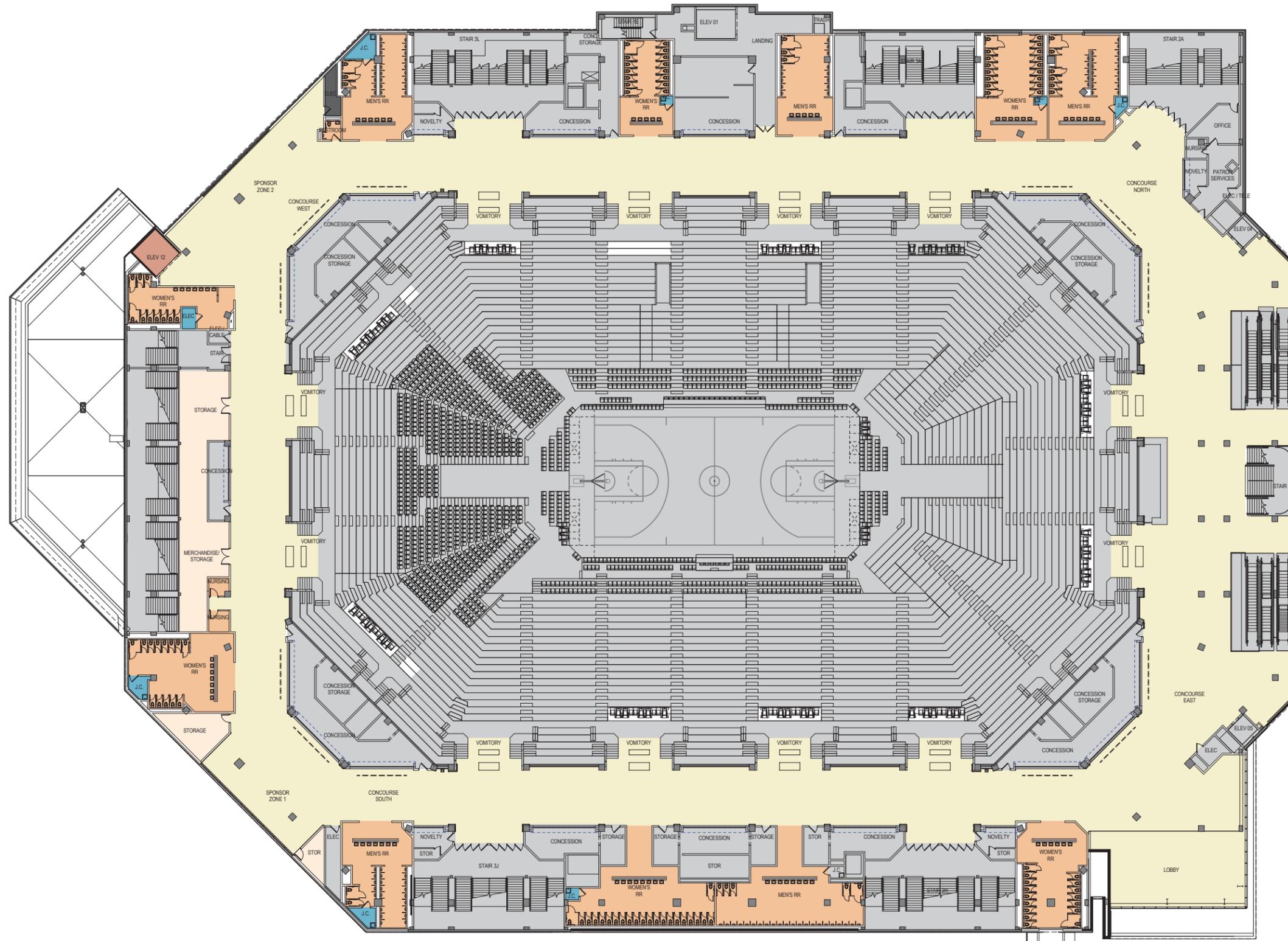


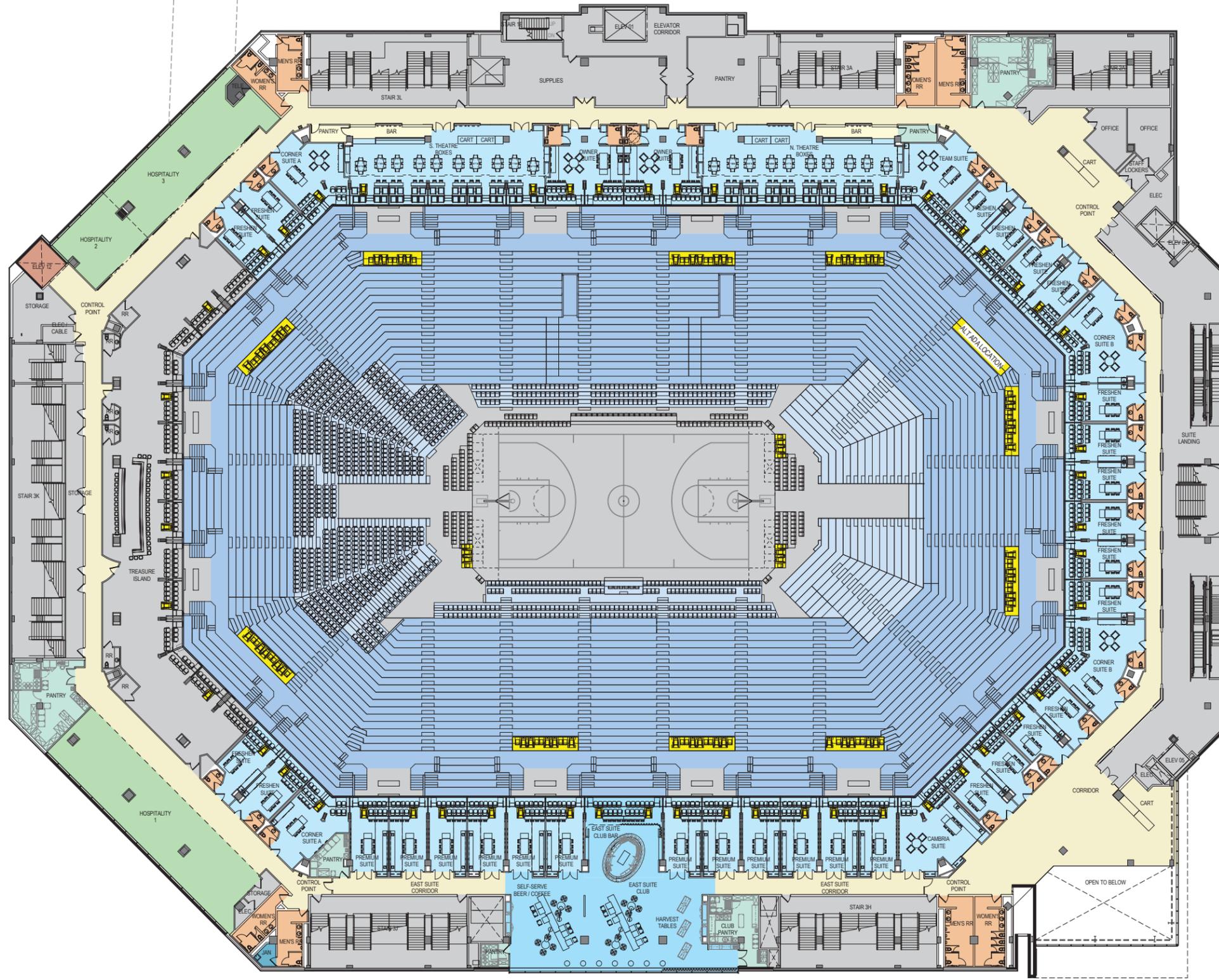
1 L4 - ARENA MEZZ/SKYWAY
1/16" = 1'-0"
SCALE: 1/16"=1'-0"



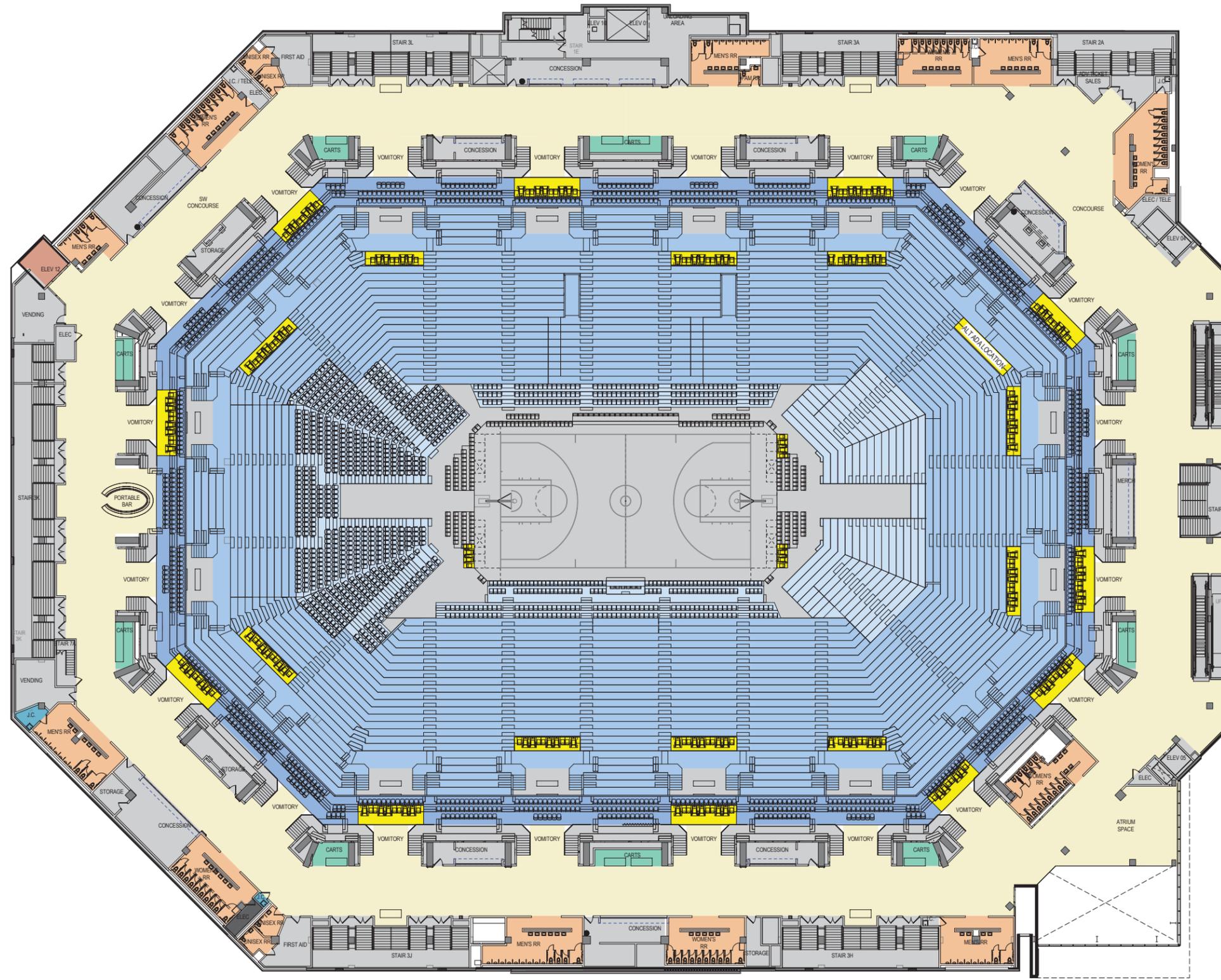
ALLIANCE

+ SINKCOMBSDETHLEFS
SPORTS ARCHITECTURE



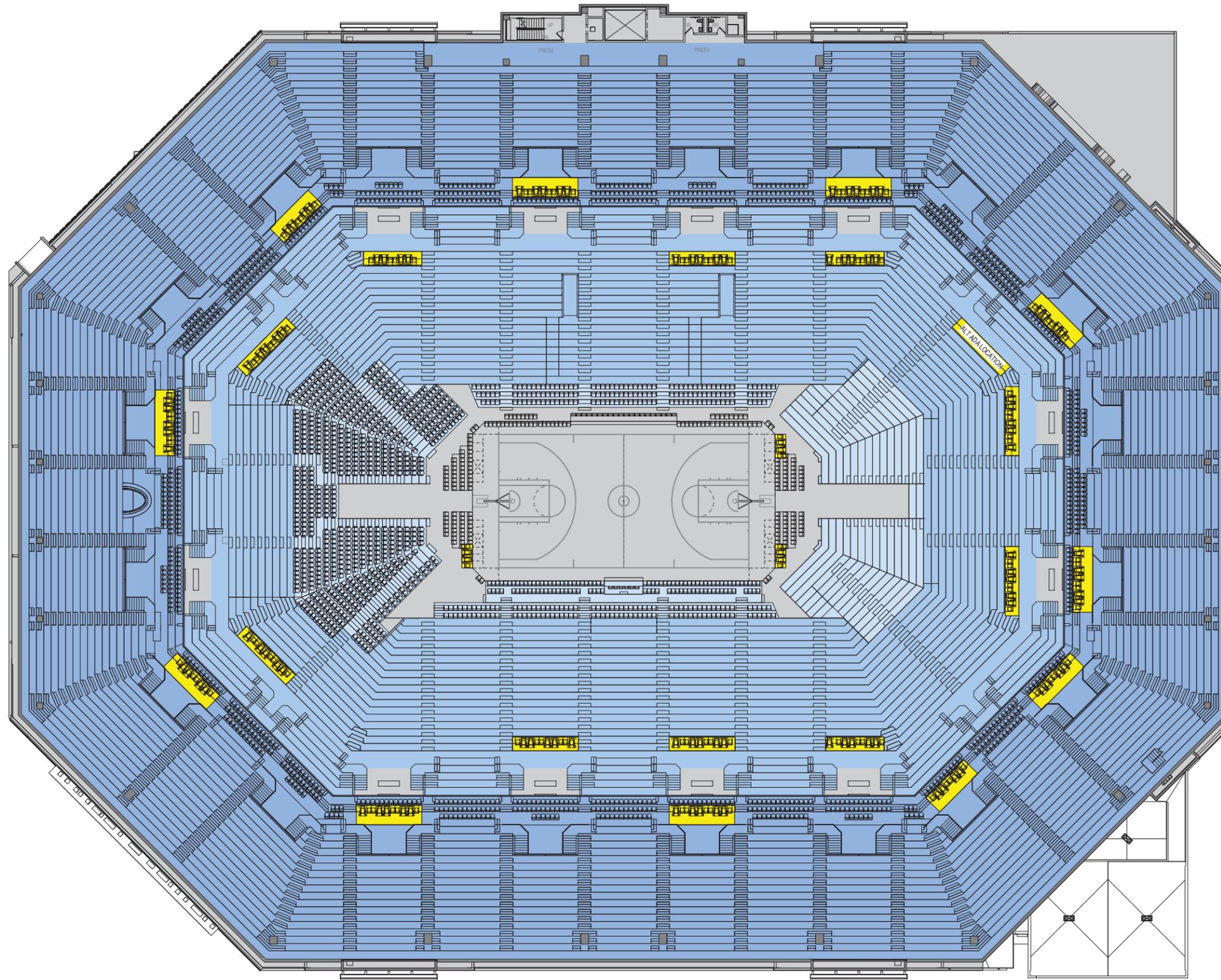


1 L6 - PRIVATE SUITES
1/16" = 1'-0"



1 L7 - UPPER CONCOURSE
1/16" = 1'-0"





1 L9 - UPPER DECK SEATING - OWNER
1/16" = 1'-0"

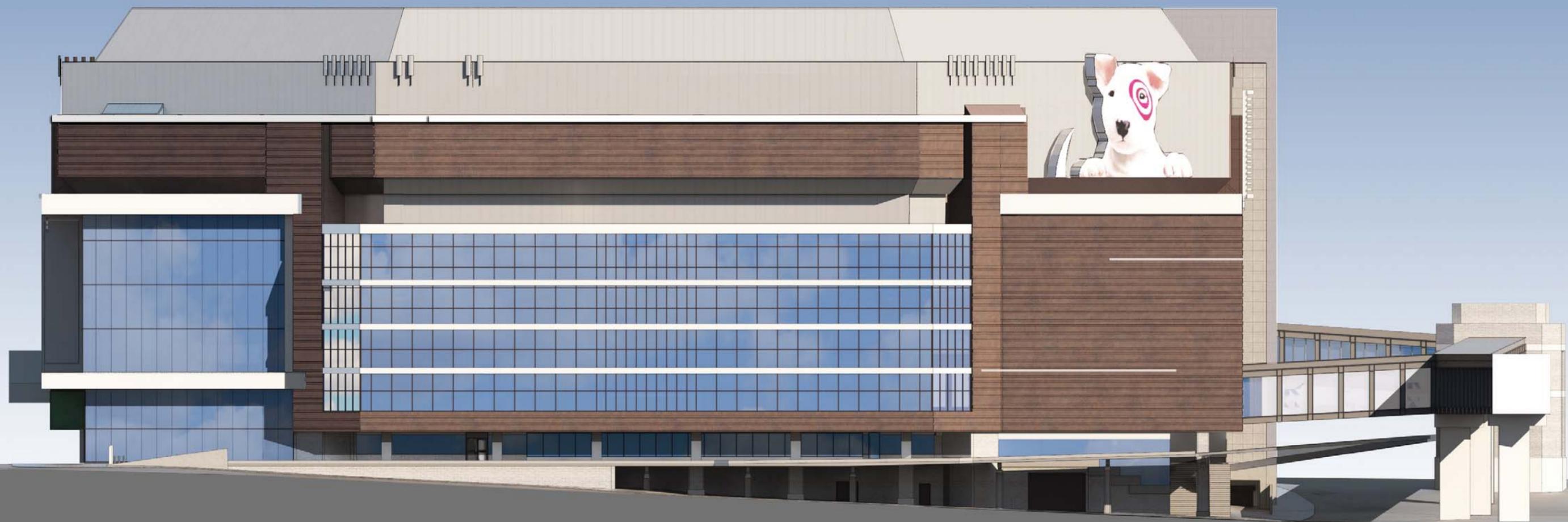


TARGET CENTER





TARGET CENTER







Alternative Signage at the corner of First Avenue and Seventh Street



Alternative Signage at the corner of First Avenue and Seventh Street