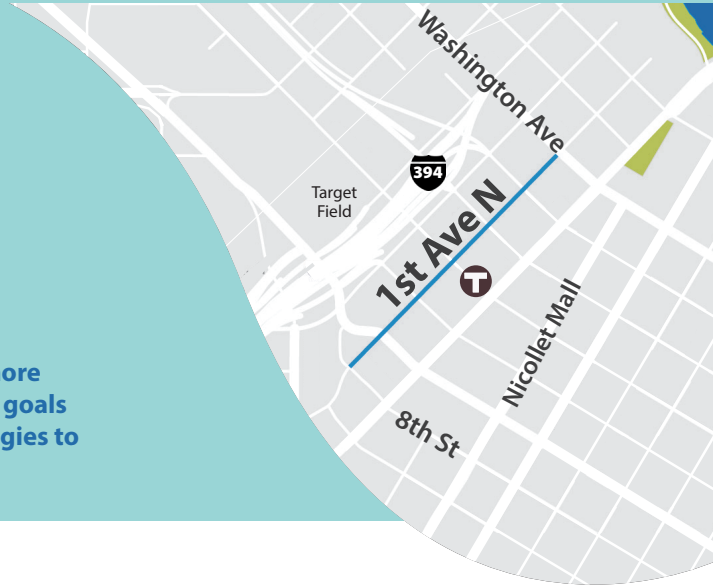


Phase 2 Engagement Summary

July-September 2024

The purpose of Phase 2 engagement was to better understand more details of the corridor's existing conditions, affirm the vision and goals developed from Phase 1 engagement, and collect ideas on strategies to implement the six project goals.



Project Overview

The City of Minneapolis is developing a design for 1st Ave N with community input to re-envision the iconic corridor before reconstruction in 2028. We are midway through a multi-phase engagement approach and the next phase of engagement will include design concepts. Further engagement will help refine those concepts and support progress toward a preferred layout.

By the Numbers

75+	Open house attendees
404	Online survey responses
637	Newsletter subscribers
112	Listening sessions attendees (estimated, across 8 sessions)
2	Presentations to neighborhood and business organizations
6	Storefront window comic activations
7	Community events & pop ups
3	Walking tours
40	Street interviews
9,512	Social media interactions (Instagram, TikTok, YouTube)

For reasonable accommodations or alternative formats please contact Leoma Van Dort at 612-673-2390 or 1stAvenueNReconstructionProject@minneapolismn.gov. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-263-6850. Para ayuda, llame al 311. Rau kev pab hu 311. Hadii aad caawimaad u baahantahay wac 311.

What We Heard

Five key messages from engagement:

- **Maintenance and public safety are top priorities in future design concepts.** They are critical to the long-term success & vibrancy of 1st Ave N.
- **There's excitement for the project vision.** Stakeholder groups affirmed the insights that the project team shared from Phase I Engagement.
- **Stakeholders had consensus around creating a great walking and rolling experience.** Many stakeholders shared an interest in bigger, better pedestrian spaces and enhanced public realm features, including elements like creative lighting and a shading tree canopy along 1st Ave N.
- **The design should take a customized block by block strategy** to address the different needs of different places. Some blocks want opportunities like sidewalk cafes and street parking while others may benefit from increased pedestrian lighting and passenger drop-off zones.
- **Flexibility is the name of the game to respond to a dynamic corridor.** Between event attendees and day to night changes, 1st Ave N needs to have features that can serve multiple needs such as easy street closures and flex space for business deliveries.



What We Heard: Vision and Goals

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 residents and visitors to 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 visibly celebrated in a **colorful and natural environment**.

Highlights:

- **Excitement about the vision statement** – especially designing a walkable street, adding green features, and having neighborhood amenities
- **Interest in the full day experience** – from daytime family activities to nightlife attractions
- **Interest in increased emphasis on flexibility, safety, and maintenance** as key outcomes of design

Goals



Pedestrian Focus

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

Discussions about how to achieve a pedestrian-focused street centered on delivering bigger, better walking and rolling space, pedestrian comfort amenities like seating and plantings, unique pavement treatments, and creative lighting opportunities.



An Exciting Destination:

Vibrancy, color, lighting, public art, and wayfinding can enhance visible neighborhood identity.

Feedback on how to achieve an exciting destination on 1st Ave N highlighted opportunities for sidewalk cafes, dynamic and artistic pedestrian lighting, district placemaking banners, colorful public art, seasonal programming, and cultural events.



Neighborhood Amenities

More food & beverage options, kid-friendly play spaces, seating, and restrooms for residents, workers, and visitors are needed.

Engagement showed the most interest in features that would help keep streets clean, create smooth traffic flow, comfortable and shaded seating, space for pop up vendors, interactive and playful furnishings, and ambient lighting that doubles as public art.



Access

People use multiple options to access 1st Ave N like walking, transit, driving, biking/pedicabs, and Uber/Lyft.

Conversations about achieving access for transportation modes highlighted the need to address issues with crashes and vehicle speeds while maintaining the ability to manage large events. We heard interest in the project evaluating the costs and benefits of one way versus two way traffic movement to achieve safe and efficient traffic operations. Stakeholders discussed flexible access needs for business deliveries, passenger pick-ups and drop-offs, and pedicab access to protected bike lanes depending on the day and time.



Nightlife & Event Operations

A flexible design is preferred to handle street closures at peak times and for other special events like Warehouse District Live.

Comments highlighted the opportunity to leverage creative lighting, permanent electrical and speaker features, and aesthetically pleasing barricades to easily open and close blocks for events. Creating a welcoming environment in all seasons and all weather conditions were key themes as well.



Greening the Corridor

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

There was strong interest in maintaining and developing a robust tree canopy for natural shade, including features for tree health in urban environments, such as special soils, reinforced tree grates, and alternative paving types over tree roots. Additional comments highlighted interest in native plants, fenced in-ground plantings, and water features.

Engagement Strategies

Stakeholder Listening Sessions

Our team used listening sessions as an opportunity to target engagement with specific stakeholders in places and at times that best meet their needs. In Phase 2 the project successfully reached more stakeholder groups for individualized listening sessions beyond the reach of Phase 1.



DID Ambassadors

The Ambassadors highlighted operational details of trash pickup and how design can streamline their approach. They shared insights on blocks where pedestrians have too little space and bottleneck at peak times and on takeout container types that cause trash pile-ups.

Nighttime Employees

Employees at nighttime businesses shared their experiences coming and going late at night, with some staff opting to be escorted to their vehicles or use scooters, especially since transit doesn't run effectively at the time of night/early morning hours their shift ends.

Nighttime Businesses

The nighttime business owners and managers discussed delivery operations, primary areas for rideshare demand, and other curbside use needs to incorporate into design.

Daytime Business & Property Owners

Daytime business owners and property owners from the corridor discussed how new public realm spaces would operate and ways to connect design to support local businesses, like adding cafe seating space.

Pedicab Drivers

Pedicab drivers shared their desire for separated bike lanes so they have the ability to move freely without conflict with pedestrians or safety issues with traffic.

Social Service Providers

The listening session with staff at social service providers highlighted their desire for safety, places to sit, and places to socialize. This session provided the ability to arrange future meetings directly with residents.

Shelter Residents

Residents of a downtown Minneapolis shelter shared their experiences and desire for more comfortable places to sit, socialize and feel welcome.

Apartment Residents

Residents of an apartment building on the corridor voiced a desire for more places to socialize and grill, places for their guests to park nearby, and more trees and grass on the street.

Operations & Safety Staff

Staff highlighted safety as an underlying theme that could be more prominent in the goals and desire for a festival-ready street. The team identified opportunities to use wayfinding, art and information to add to the feeling of safety. The team discussed ways to integrate lessons learned from other recently completed downtown street reconstructions.

Business & Neighborhood Meetings

The project team had the opportunity to present updates and gather feedback from several neighborhood and business organizations on the corridor:

- Building Owners and Managers Association (BOMA)
- Downtown Minneapolis Neighborhood Association
- Minneapolis Renaissance Coalition

Downtown Improvement District Learning Tuesday

The project team presented to the Downtown Improvement District's (DID) Learning Tuesday session at their storefront space on Nicollet Mall. This facilitated great conversations both with members of the public downtown and several DID Ambassador staff.

Comic Representations of Engagement

Local artist Sam Ero-Philips developed six comics representing the six goals of the project and quotes from street interviews to display on a vacant storefront. See them on display at 417 1st Ave N.



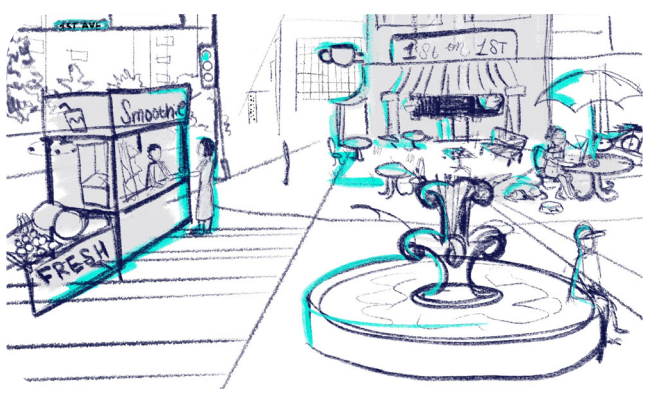


Street Interviews

The project team went out to key corridor destinations and events this summer, like Warehouse District Live, Twins & Lynx games, and Aquatennial Fireworks to hear input directly from people on the corridor. The street interviews for Phase 2 explored ideas to implement the six project goals. Compilations of the interviews based on key questions can be found on the project webpage and on the City’s social media platforms.

Warehouse District Live Artist Activation

Artist Mona Alexa @simonealexaart took visioning with the community to the next level by live sketching their ideas for 1st Ave N on images of the corridor today. These images helped add depth to the discussion leading into street design. See the Appendix for some examples.



Ground Floor Open House

The Open House for Phase 2 was hosted in Target Center’s ground floor lobby in a high-visibility area from the street and near the entrance to the gym. The event featured several informative and interactive activities, including:

- Technical Information & Key Insights Displays
- Vision & Goals Feedback Activities
- Collage Activity
- Live Artist Street Vision Sketching Activity
- Street Interview Watch & Listen

Thank you, Philly Station Food Truck, for joining us and for providing shaved ice as a summer treat!

For more details on these activities, please see the Appendix. To view the boards from the Open House, please visit the [project website](#).

Ward 7 Community Event

At a community event hosted by Ward 7 Council Member Katie Cashman, project staff shared updates with residents, gathered their input, and responded to questions about the project.

Story Map

A storymap has been available on the project webpage with a link to the online survey. It brings a user through a narrative of the project’s background and priorities, mirroring information participants learned in the in-person open house. The storymap has helped to diversify opportunities to participate through narratives, maps, graphics, and surveys.

Late Night Walking Tour

Technical experts and the design team toured the corridor on a weekend night to identify opportunities to improve the multimodal experience while pointing out operational challenges in the corridor right now.



Walking Tour with Youth Congress

Project staff and members of the Minneapolis Youth Congress toured 1st Ave N and other nearby streets to discuss the benefits and improvements they’d like to see in the future.

Move Minneapolis Butler Square Event

In collaboration with Move Minneapolis, the project team gathered input from Butler Square tenants and neighborhood residents on the project vision and goals.

Online Survey

A survey was published online and promoted through various channels including through the project webpage, newsletters, in-person events, and social media. The City used sponsored ads on social media platforms to increase the number of responses, with a focus on residents and workers.

Implementing the Goals

The survey asked participants to share their ideas to bring each goal to life. To analyze these freeform responses, project planners read all responses and selected several inspiring comments to feature here.



01 Pedestrian Focus

"High quality pavement. Decorative lighting-- string lights over street? Big trees. Seating and amenities."

02 Exciting Destination

"Movie nights, large common spaces with screens to watch shared programming, festivals celebrating local history and culture. Let's celebrate Minnesota together, bringing in food, art, music, and nature to do so."

03 Neighborhood Amenities

"Shade, seating, and public restrooms are needed if it's going to be a destination. Could have a small visitor center like Water Works near Stone Arch?"

04 Access

"Accessibility to me means people can get within 1 block of any given location by bus or car, for those who cannot walk more than a block but don't have handicapped tags, and some direct drop offs at key locations for those with handicapped placards/tags on their vehicle. It also means access for bicyclists and bike parking near destinations (cafes, grocers, event locations)."

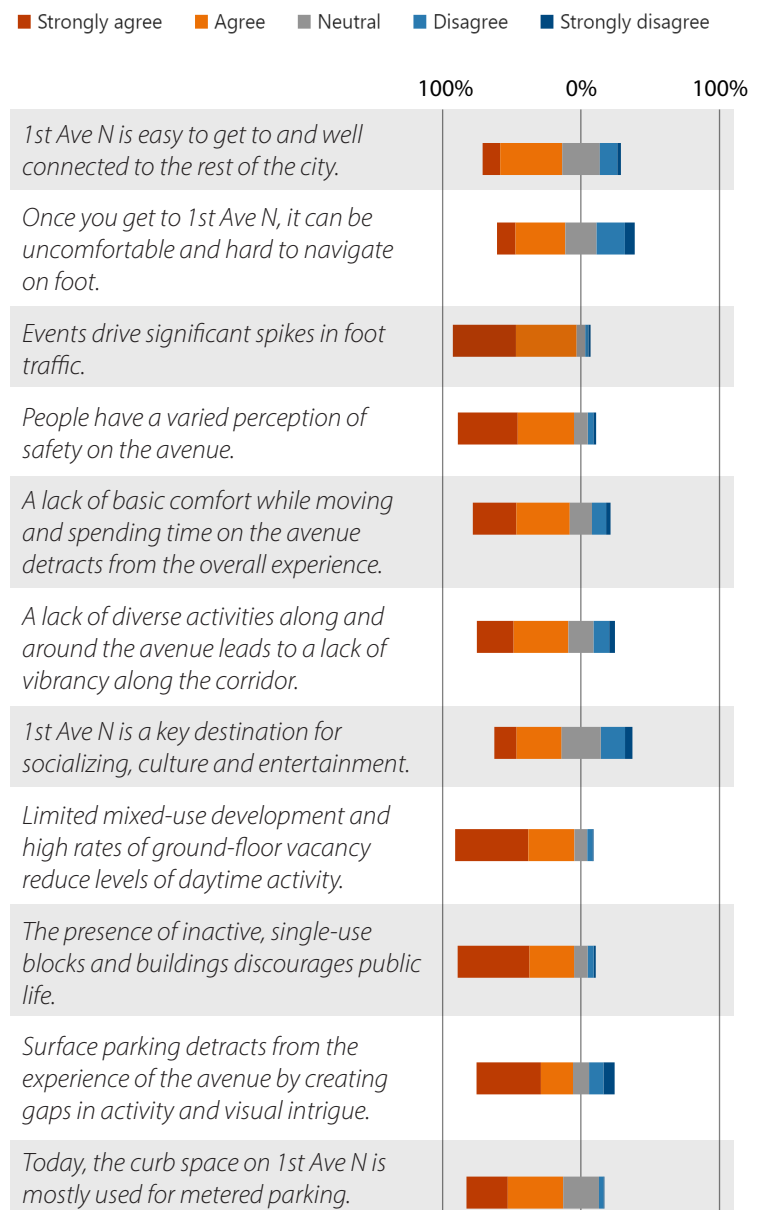
05 Nightlife & Events

"Lighting in the evenings when it gets dark early; an outdoor skating rink (weather permitting) in the middle of the street with free skate rentals"

06 Greening

"Small parks with free events. Interactive green spaces like activity zones, walking labyrinths, push cart vendors with small seating areas. The vibe of waterworks park on 1st Ave with a music theme."

Participants were asked how much each of the following statements resonate with them.



Vision

Survey responses point to a strong alignment with the vision statement, receiving 4/5 stars average rating.

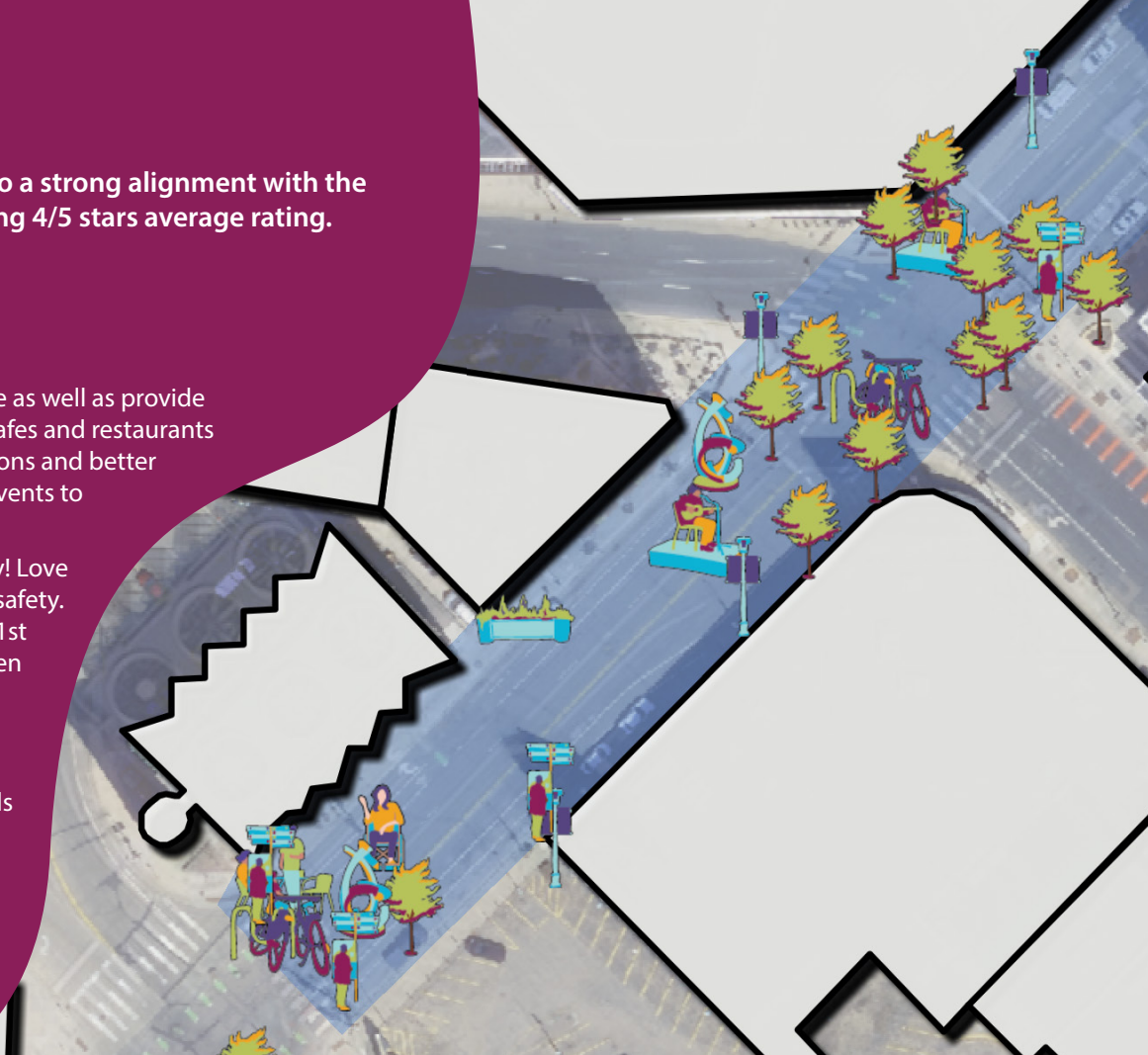


Highlights:

3/5 - "It needs to be walkable as well as provide opportunities for sidewalk cafes and restaurants to return. Need parking options and better traffic control during large events to prevent bottleneck."

5/5 - "Pedestrian focus is key! Love the greenery and increased safety. As someone who frequents 1st Ave via bike or walking, I often times feel unsafe due to the behavior of vehicles."

4/5 - "Minneapolis doesn't have a "spot" or area for locals or tourists like other major cities. I would like to see 1st Ave N become this for Minneapolis — music, restaurants, local businesses, etc. THE place to be to enjoy the city safely."



(Above) portion of the interactive map of the corridor with respondent-placed illustrations.

Survey Response Insights

- 275 people not previously familiar with the project participated in the Phase 2 survey.
- 90% of respondents live in Minneapolis.
- A majority of respondents identified as white, meaning that Black, Indigenous, and People of Color (BIPOC) residents are underrepresented in online survey data.
- Respondents were younger and more likely to be male than the general population.

Further analysis of all survey responses can also be found in the Appendix.

Interactive Mapping Activity

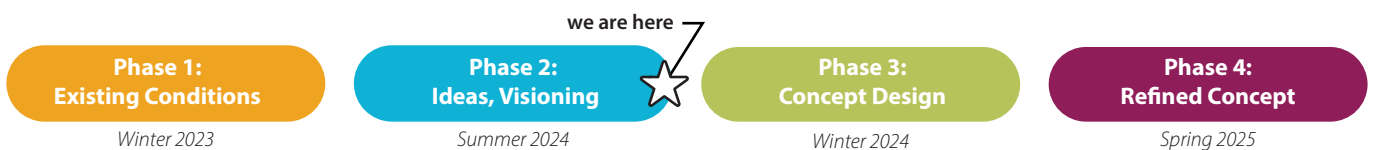
Another activity invited people to place illustrations representing the goals on an interactive map of the corridor and add comments related to implementing the goals.

Respondents placed many trees along the corridor, suggested destinations to include on wayfinding signage, noted places that feel dangerous to walk, roll, and bike, and identified locations with good views of existing public art.

Detailed comments from the interactive mapping activity can be found in the Appendix.

Concept Design in Winter 2024

The project team will be working to take the input received in Phase 2 to develop a public realm plan & concept designs. Stay tuned this winter for opportunities to weigh in on the initial design options.



Email us: 1stAvenueNReconstructionProject@minneapolismn.gov
Project website: www.minneapolismn.gov/1st-Ave-N-project

