

# Peoples' Way Technical Study

On June 30, 2023, the City of Minneapolis purchased the Peoples' Way property at 3744 Chicago Ave. The community continues to use the space for gathering.

In preparation for the future Request for Qualifications (RFQ), the City conducted a technical study to identify limitations and opportunities for future development on the site. This study is guided by the design goals and engagement themes from previous workshops and the Design Requirements listed below. **A future Community Owner will create the final design for the Peoples' Way.**

**Timeline:**

- February 2024  
Project Initiation
- March 28, 2024  
Dinner Dialogue
- April 30, 2024  
Visioning Workshop #1
- June 25, 2024  
Visioning Workshop #2
- July 23, 2024  
Visioning Workshop #3
- August 27, 2024  
Visioning Workshop #4
- September 24, 2024  
Visioning Workshop #5
- October 29, 2024  
Dinner Dialogue
- November 12, 2024  
Final Vision Report Shared with the City Council

Focus Groups

- The City will incorporate the community's priorities into an RFQ process to select the Community Owner. The RFQ is a way for the City to ask interested groups to apply to the City to become the Community Owner of the site.
  - The RFQ will be open for approximately two months.
- 2025**
- City staff will work with community members to recommend one Community Owner to the City Council and the Mayor.
  - The Mayor and City Council will make the final selection. The selected Community Owner, community stakeholders, and City staff will work together to shape the future of the site.

Last updated 09/20/2024.

## Existing Photos



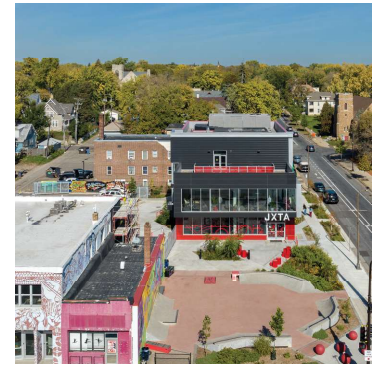
**Contact**

For reasonable accommodations or alternative formats please contact Community Planning and Economic Development, Rebecca Parrell, [rebecca.parrell@minneapolismn.gov](mailto:rebecca.parrell@minneapolismn.gov), 612-673-5018. 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.

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# Precedent Examples

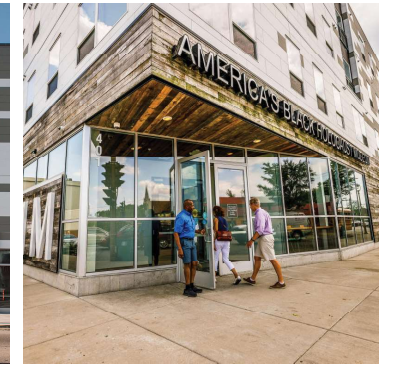
## Local / Regional Precedents



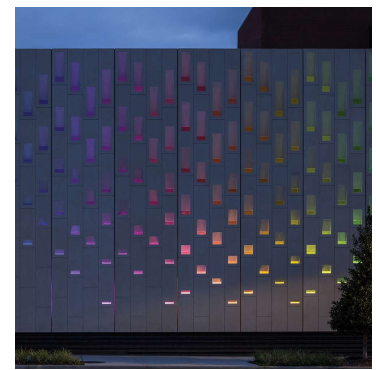
Juxtaposition Arts - Minneapolis, MN  
16,000 sf | Art center for youth



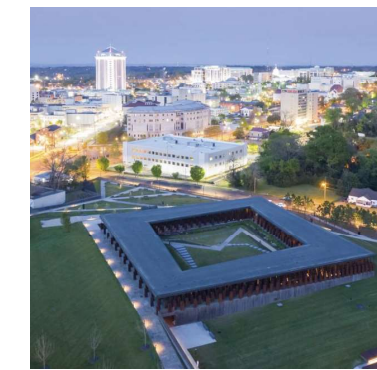
America's Black Holocaust Museum - Milwaukee, WI  
6,500 sf | Museum (housing above)



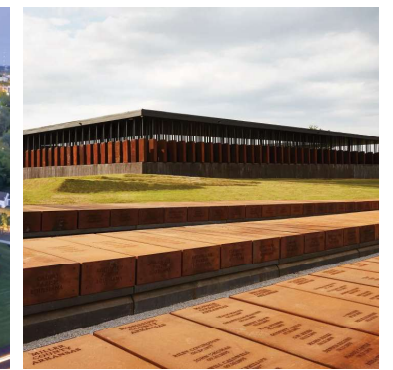
## National Precedents



Greenwood Rising - Tulsa, OK  
11,000 sf | Museum



Peace and Justice Memorial - Montgomery, AL  
6 acres | Memorial Site



## Community Priorities

- Integration with the vision for the George Floyd Square
- Community gathering spaces
- More gardens and greenery
- Integration with existing and future memorial offerings
- Mutual aid programming to be maintained on site

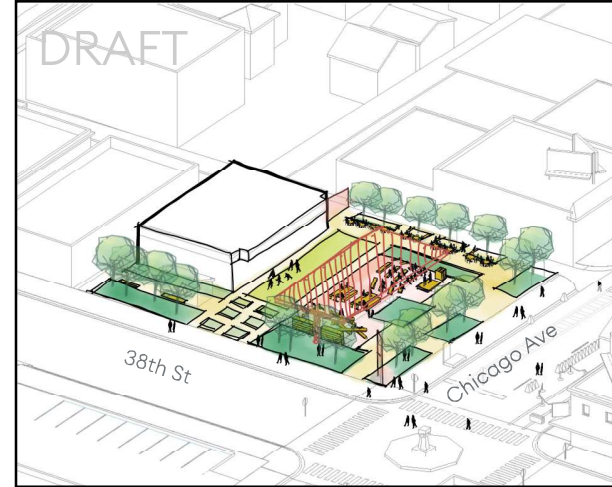
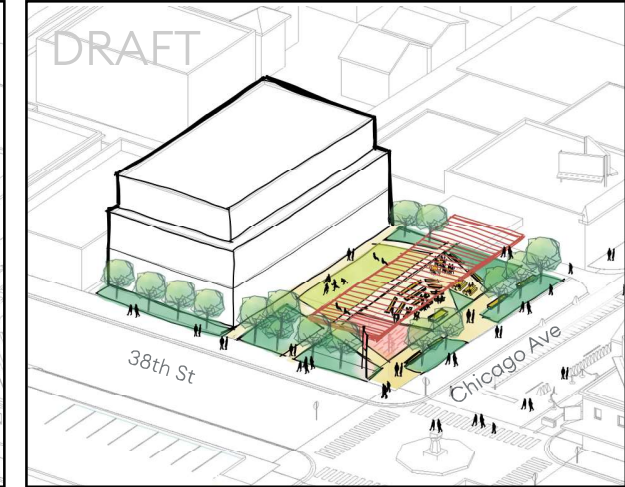
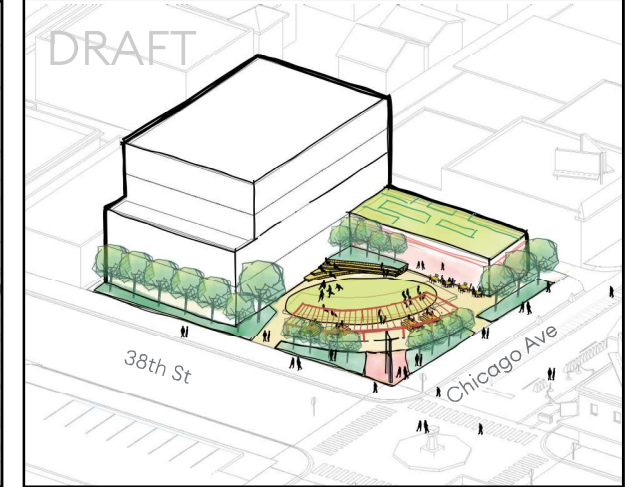
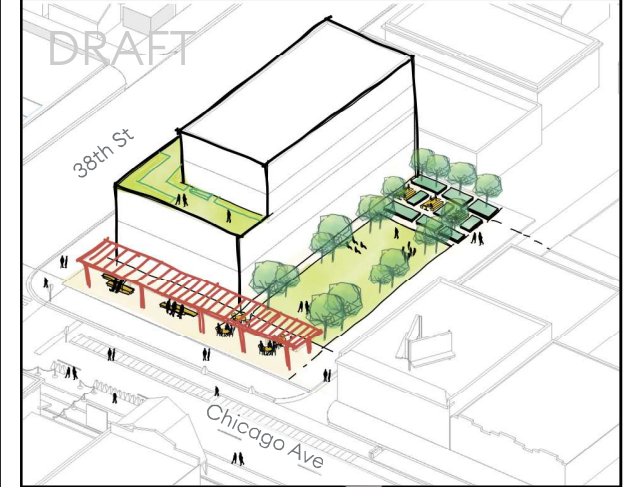
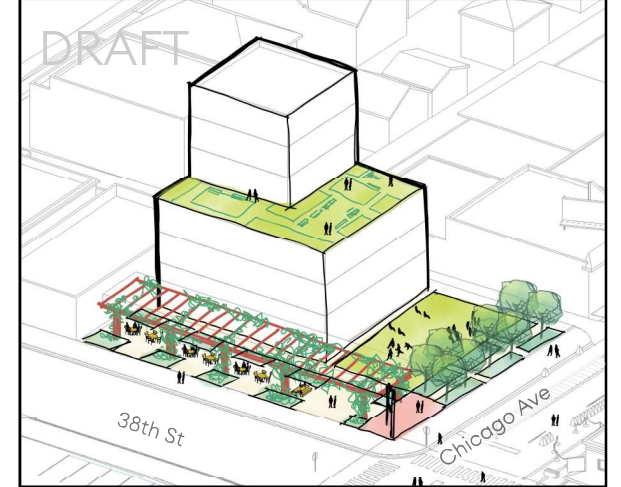
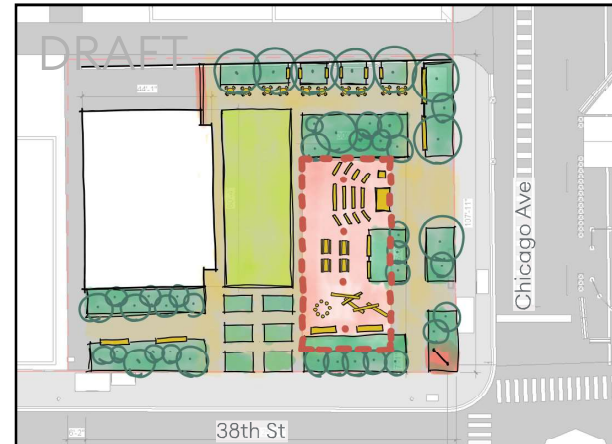
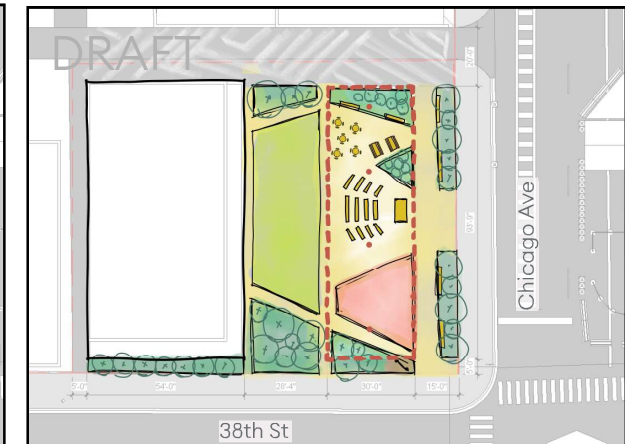
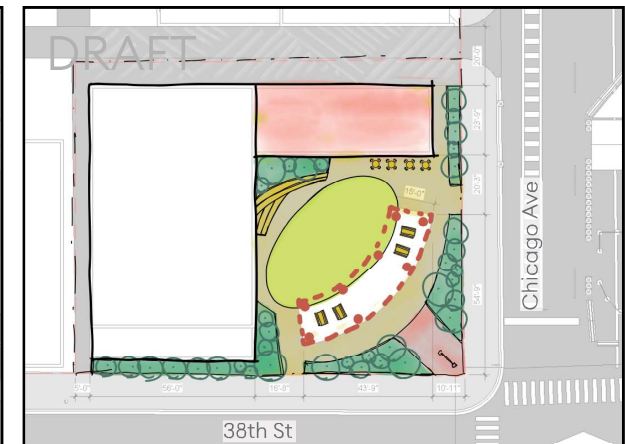
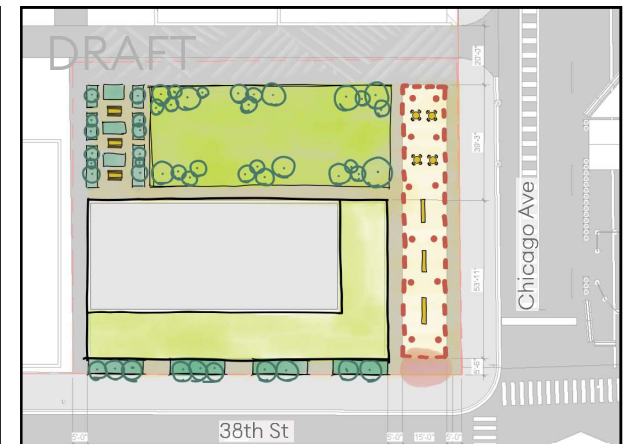
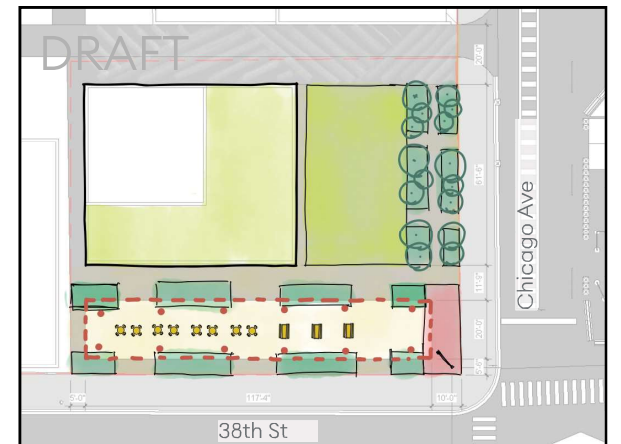
## Design Considerations

- Building location on the site
- Building size on the site
- Safety

## Design Requirements

- Meet the requirements of the Minneapolis Zoning Code
- Meet the requirements of the Minnesota Building Code
- Provide access for emergency response, maintenance, and delivery vehicles
- Meet Stormwater Management requirements
- Meet the requirements of the American with Disabilities Act (ADA)

# Technical Study Design Ideas

Idea A Enhanced Existing Peoples' Way	Idea B Low/Medium Density	Idea C Medium/High Density	Idea D Medium Density	Idea E Medium/High Density																									
																													
																													
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Lot Area: 13,980sf

**\*\*All Estimated Construction Costs are in 2024 dollars**

Possible Building Uses Include: Museum, Community Center, Art Studio/Gallery, Housing, Retail/Coffee Shop/Restaurant

\*Memorial Offerings = art, plantings, in memoriam expressions, and mutual aid in support of the stewardship at George Floyd Square.

Site Remediation: Included in estimated total cost. Parking and Site Purchase Price: Not included in estimated total cost

Last updated 09/20/2024.

■ Flexible Open Space    
 ■ Vegetative Plantings    
 ■ Community Gathering    
 ■ \*Memorial Offerings    
   Canopy/Pergola

## What We Heard

### Summary of Notes from Visioning Workshops - Apr 30, June 25, July 23, and Aug 27, 2024

#### General Comments

- Prioritize people.
- Humanize being Black.
- Look at other examples around the country.
- The community wants to be empowered, not told.
- Do not compare with other places that have memorials.
- This was a community before the murder. Make this community the best it can be.
- The pain is real. It is what brought so many people to the Square. Healing happens in the Square and healing cannot happen without repair.

#### Comments on Keeping What is Here

- The site is viewed as sacred.
- These are sacred elements on the site.
- Respectful treatment of and honoring the space.
- Do not separate art and social justice from the future of the site.
- There have been people on the site everyday since George Floyd was murdered.
- This is a living memorial and will change over time - plans need to accommodate that change.
- The site must continue to allow for a wide variety of human expressions and be able to change over time.
- Some people want to keep what is here. Some people want new investment. Many, contradictory emotions.
- The Square is an authentic place, created by community. Any improvements need to keep significant portions and the spirit of what is already here.

#### Comments on Introducing Change

- Desire to see change.
- Clean up the property.
- We need development on the site.
- Folks want it to be everything, but it should be more focused.
- The site is not viewed as sacred. We need development.
- Some have a love/hate relationship with the current activities/programming and believe we can do better.
- Credit needs to be given to the people who have been caretakers, but there should also be the acceptance of change.

#### Comments About Property Uses

- Include outdoor space with coverage from rain. The amount of outdoor space determines if the community feels welcome.
- Include 24-hours public restrooms.
- The building should have a use that serves the community, not commercial or retail use.
- Build for the community, not for tourists.
- Include space to sit and process, meditate, and organize - a place where people can come together and talk about the pain, suffering.
- Include indoor space for gathering. Include art that was created in the moment and offerings that continue to be left at the site.
- Include gardens in the final design.
- Active programming at the site needs to be maintained: meetings twice a day, Peoples' Closet, little library, food assistance.
- Suspicion for private ownership.
- A non-profit developer is preferred.
- Include rooftop uses and good exterior lighting.
- Desire for a community ownership that is hyper local.
- The new building should be a unique architectural design.
- The City should not own or operate the future center at the Peoples' Way.
- The site should tell the story of systemic racism and discrimination in the USA.
- The building should have exhibits highlighting the protest movement that grew out of the protest of George Floyd's murder.
- We don't want people/organizations profiting off Black trauma. We want a space that will point people to life. Give people hope for the future.
- Ideas mentioned for the property include: museum, community center, art gallery, global reparations center, civic education center, job training center, legal assistance center, business development center, and/or national racial justice and healing center.



### Comments Related to Design Ideas

#### Idea A

- Better to build a new building.
- Good to keep the existing building because it introduces the least amount of change.
- Keeping the existing building is not a priority, however preservation of the memorials and murals on the building should be incorporated into a new site design.

#### Idea B

- Fine, but not very original.

#### Idea C

- Having the larger building and single-story addition is appealing.

#### Idea D

- Not appealing. It feels like the City is trying to hide community activism by placing the outdoor space hidden between two buildings.

#### Idea E

- Too tall.