



## Draft Vision Statement


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

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**.

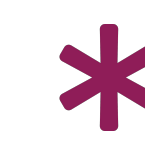
? Does this match with your vision for the future of 1st Ave N?







## Goal 1/6 Pedestrian Focus



This goal was **developed through community engagement**. Please share your thoughts to refine it.



A great pedestrian experience where it is safe and easy for people of all ages and abilities to move.



A cohesive streetscape invites people to explore and linger downtown.



Intuitive wayfinding makes it easy to move between nearby attractions, amenities, and transit.

Which of the following are most important for improving walking on 1st Ave N?



Separate space for people walking



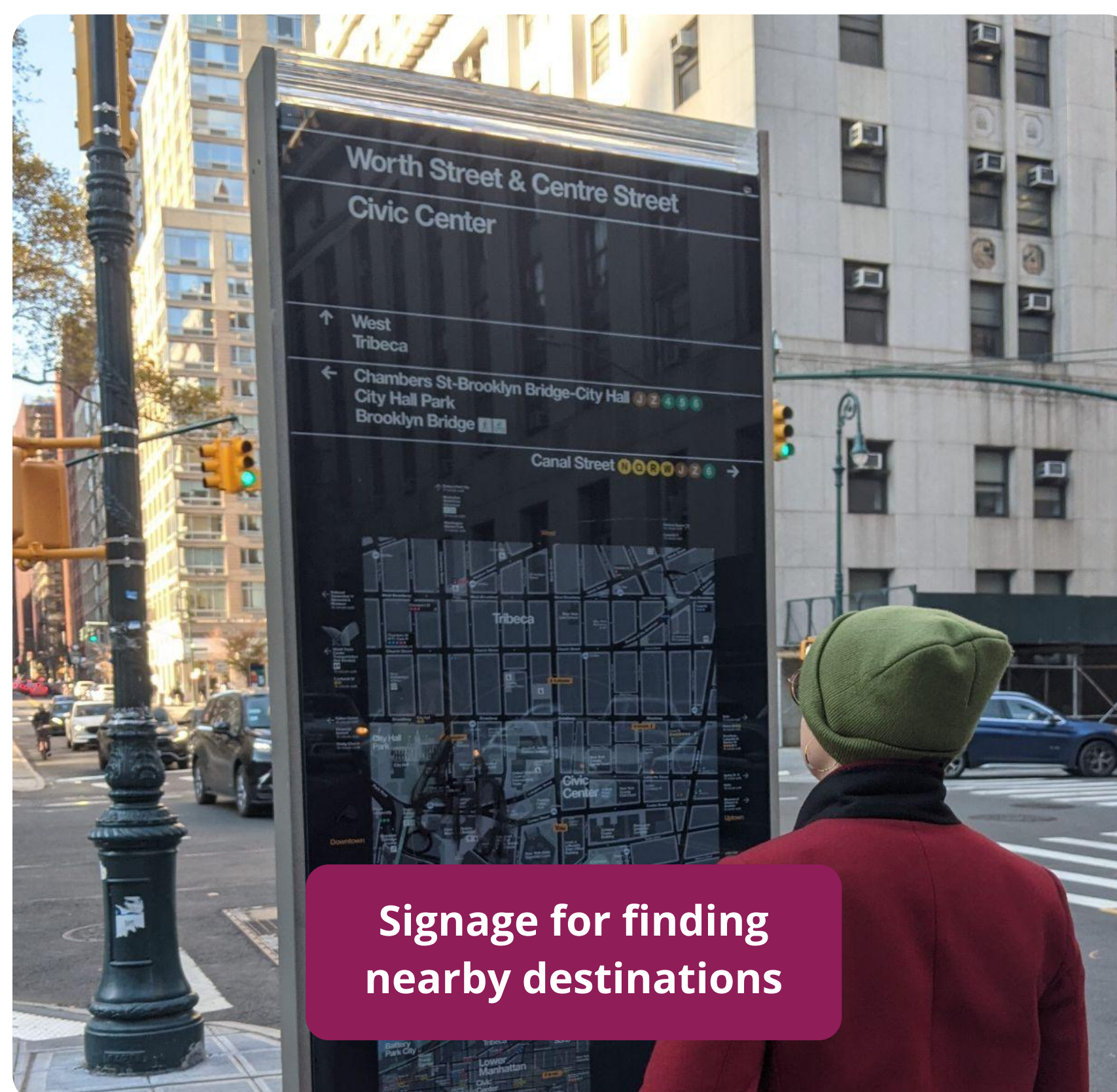
Varied pavement textures & treatments



Generous, unobstructed pedestrian zone



Shorter crossing distances and raised crossings



Signage for finding nearby destinations



Amenities for people walking and rolling like seating and shade



**What else?** What streets have you experienced that accomplish this goal?

## Goal 2/6 Exciting Destination

\* This goal was **developed through community engagement**. Please share your thoughts to refine it.

↘ A mix of retail, dining, and community spaces attract diverse groups and support vibrant street life.

↘ Public art and cultural programming is integrated to create an interactive streetscape.

↘ A range of programs and activities is provided at various price points to cater to different interests.

### Which of the following are most important for improving 1st Ave N as an exciting destination?



+ **What else?** What streets have you experienced that accomplish this goal?

## Goal 3/6 Neighborhood Amenities

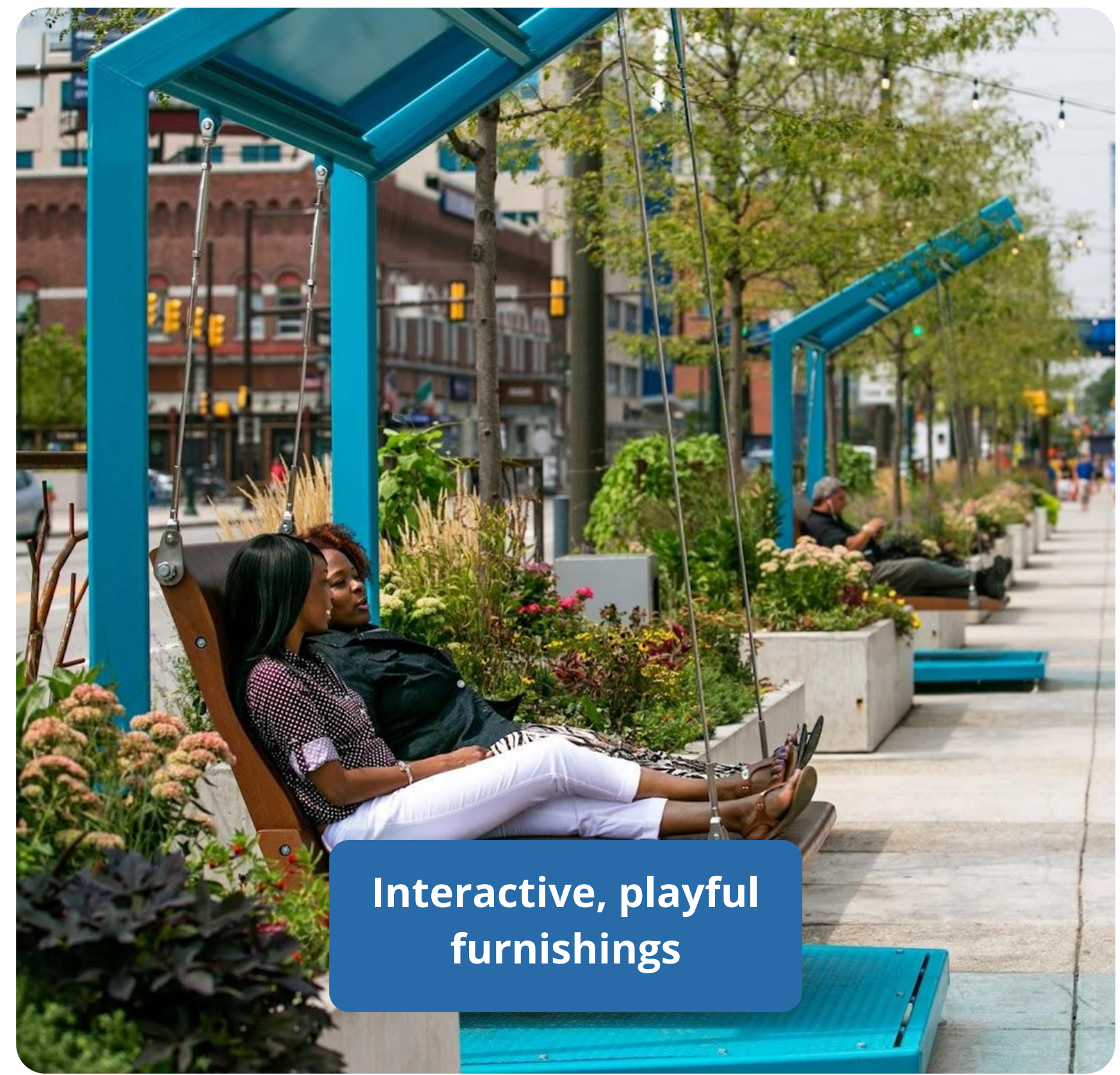
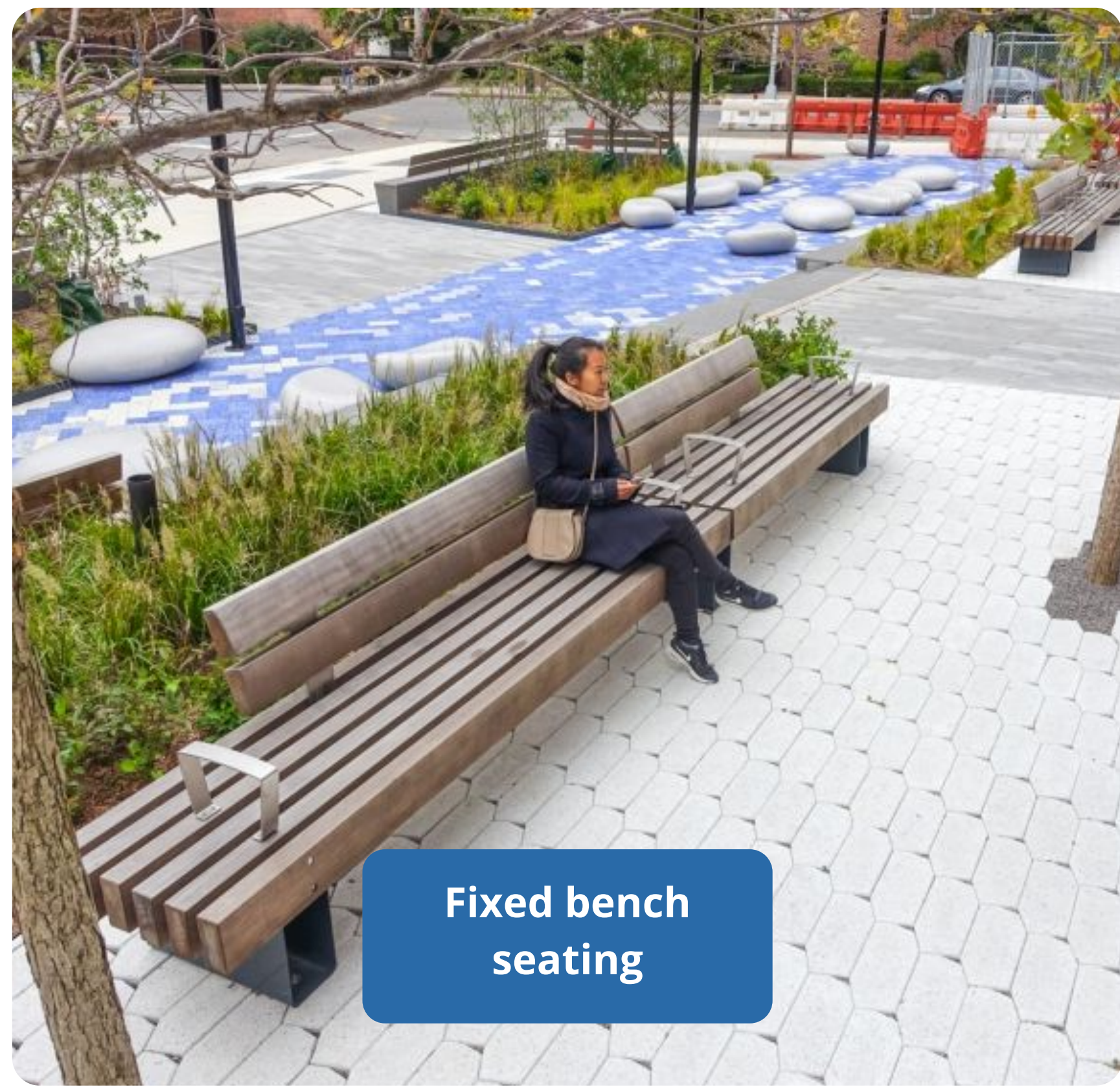
\* This goal was **developed through community engagement**. Please share your thoughts to refine it.

↘ Practical amenities like seating and social spaces invite people to comfortably spend more time.

↘ Pedestrian-scale lighting boosts both functionality and ambiance of the streetscape.

↘ A mix of accessible seating options encourage spontaneous interactions and gathering.

### Which of the following are most important for improving neighborhood amenities on 1st Ave N?



+ **What else?** What streets have you experienced that accomplish this goal?

## Goal 4/6 Access

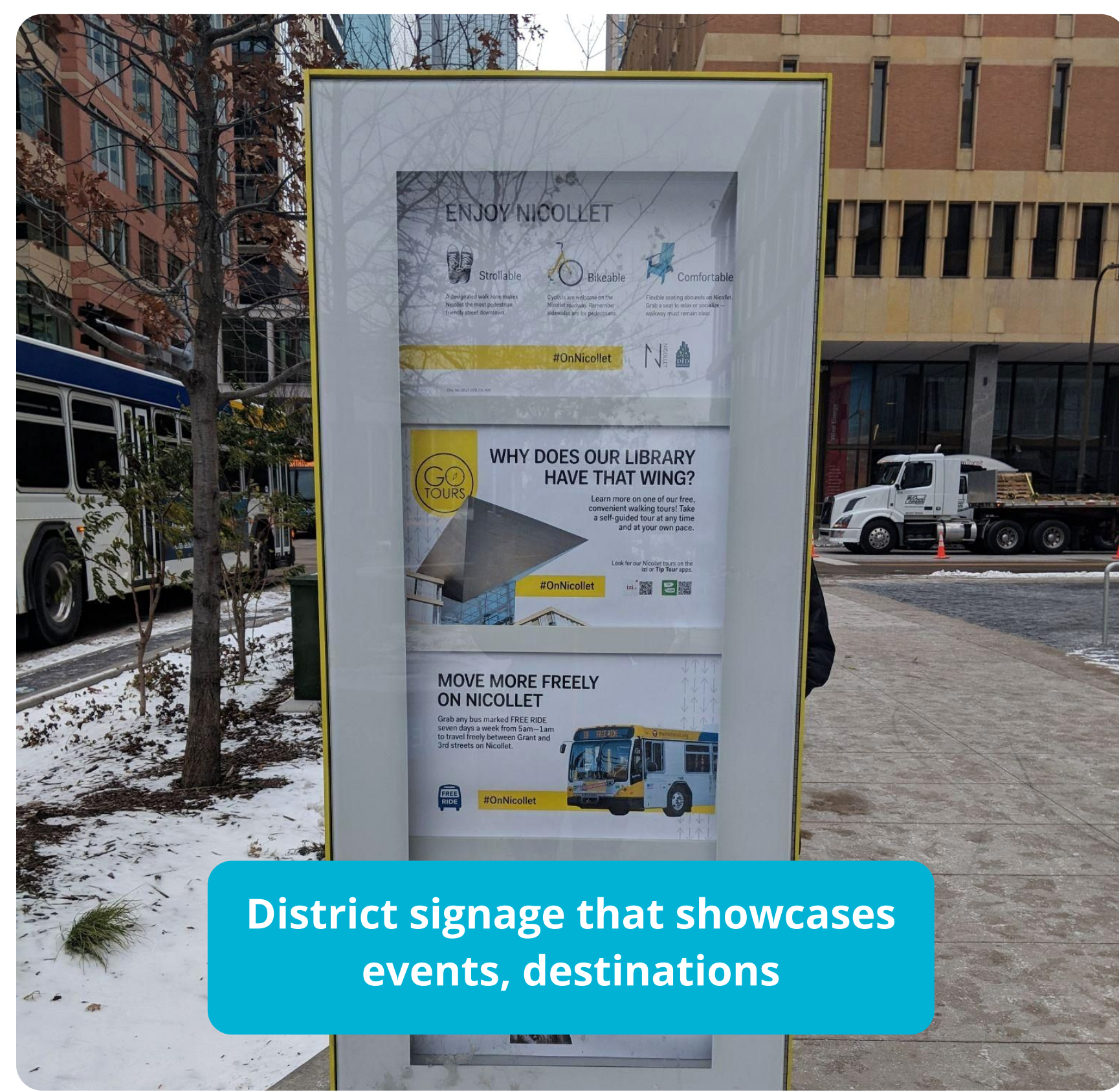
\* This goal was **developed through community engagement**. Please share your thoughts to refine it.

↘ A clear and organized space for each transportation option to ensure a safe and easy to use street for all modes.

↘ Seamless connections to destinations invite more people to spend time on 1st Ave N.

↘ A flexible design of the street makes it easy to use and navigate during street closures.

### Which of the following are most important for improving access on 1st Ave N?



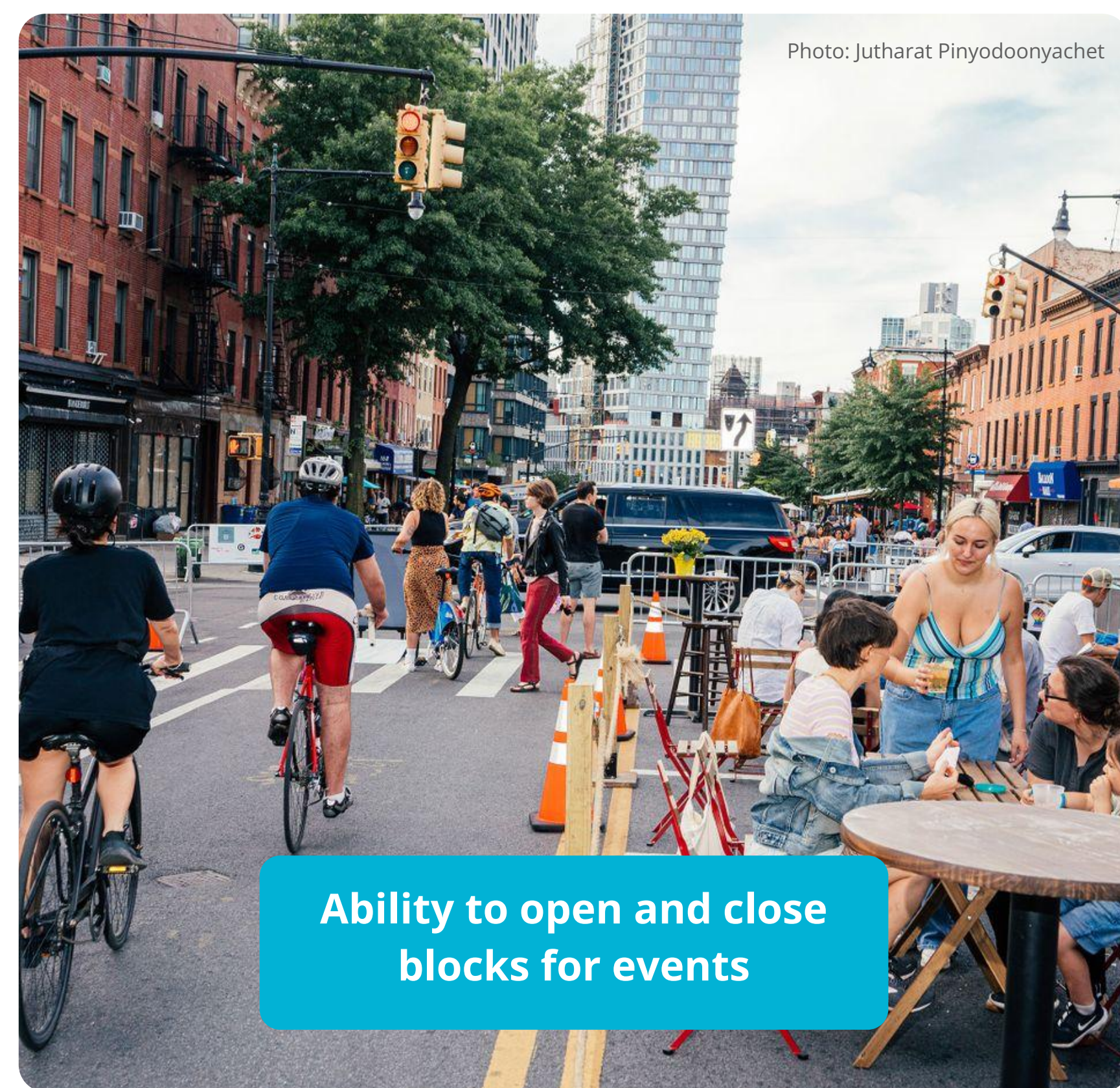
District signage that showcases events, destinations



Separate space for people biking



Gateway sign to celebrate district identity



Ability to open and close blocks for events



Changing up the use of curbside space based on demand



Seamless connections to public transit

+ **What else?** What streets have you experienced that accomplish this goal?

## Goal 5/6 Nightlife & Events

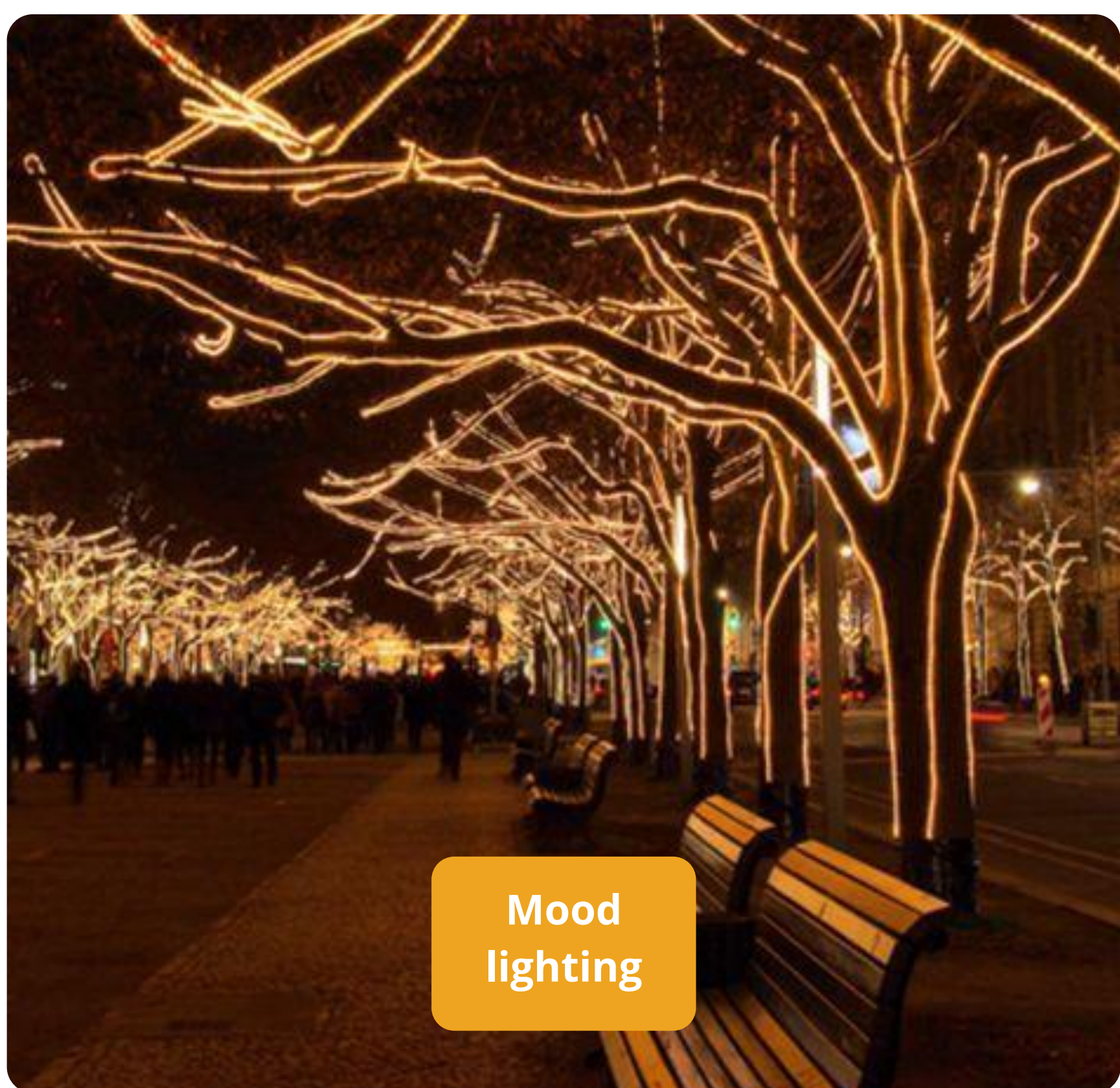
\* This goal was **developed through community engagement**. Please share your thoughts to refine it.

↘ The streetscape supports a complete neighborhood that is active across all days of the week.

↘ The streetscape celebrates the district's vibrant nightlife, an important public realm asset.

↘ Nighttime programming caters to all ages, to invite a more diverse range of people.

### Which of the following are most important for improving nightlife & events on 1st Ave N?



+ **What else?** What streets have you experienced that accomplish this goal?

## Goal 6/6 Greening

\* This goal was **developed through community engagement**. Please share your thoughts to refine it.

↘ Ongoing maintenance, operations and stewardship are thoughtfully incorporated in the green infrastructure design and budget.

↘ A continuous tree canopy and greenery links people to the riverfront and keeps sidewalks shaded.

↘ Green infrastructure is integrated within the streetscape to promote climate resiliency.

### Which of the following are most important for making 1st Ave N more green?



+ **What else?** What streets have you experienced that accomplish this goal?

CONTEXT

## What is 1st Ave N's role in the future Downtown Warehouse District?

**The evolution of 1st Ave N will play a critical role in the revitalization of the Warehouse District as it navigates a post-COVID landscape.**

1st Ave N must balance its roles as a regional nightlife and events destination, a connector to the rest of the city, and an everyday place for all. To reach its full potential, the project needs a strong and specific vision — one that builds on recent investment in the surrounding downtown context and prioritizes people and the types of experiences they want to have here.

How might this project ensure a more vibrant future for 1st Ave N?

Establish a vision for the street that showcases how the vibrant future of downtown will look as the community evolves post-pandemic and beyond.

Better support safe movement of pedestrians, bicyclists, and all modes at all times of the day and night.

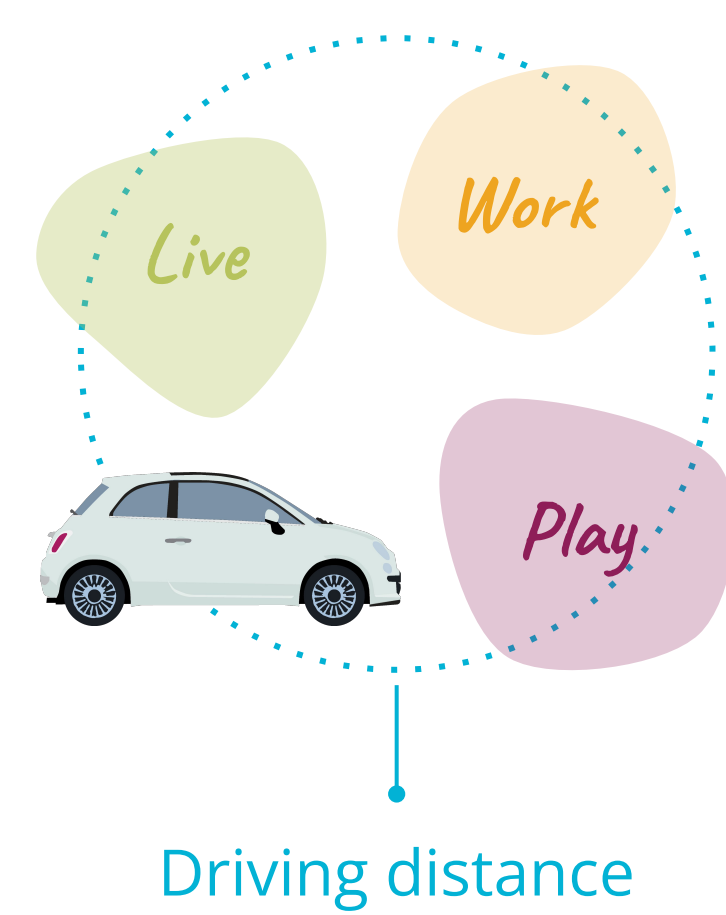
Inspire the public realm with vibrancy reflective of the rich diversity of history, experiences, and activities downtown and across the city.

Design the street with the flexibility to adapt to and support changing needs along the corridor and ensure the street supports the needs of future developments and users.

**The past decade has marked a shift in the ways people live in, work, and visit downtowns around the world.**

Minneapolis has experienced how these changing dynamics impact the way people get to and spend time in downtown districts. The COVID-19 Pandemic accelerated these trends — and sparked new ones. With these shifts, the role of our streets has also shifted — beyond just a space to move through, streets serve as critical places to socialize, exercise, and come together.

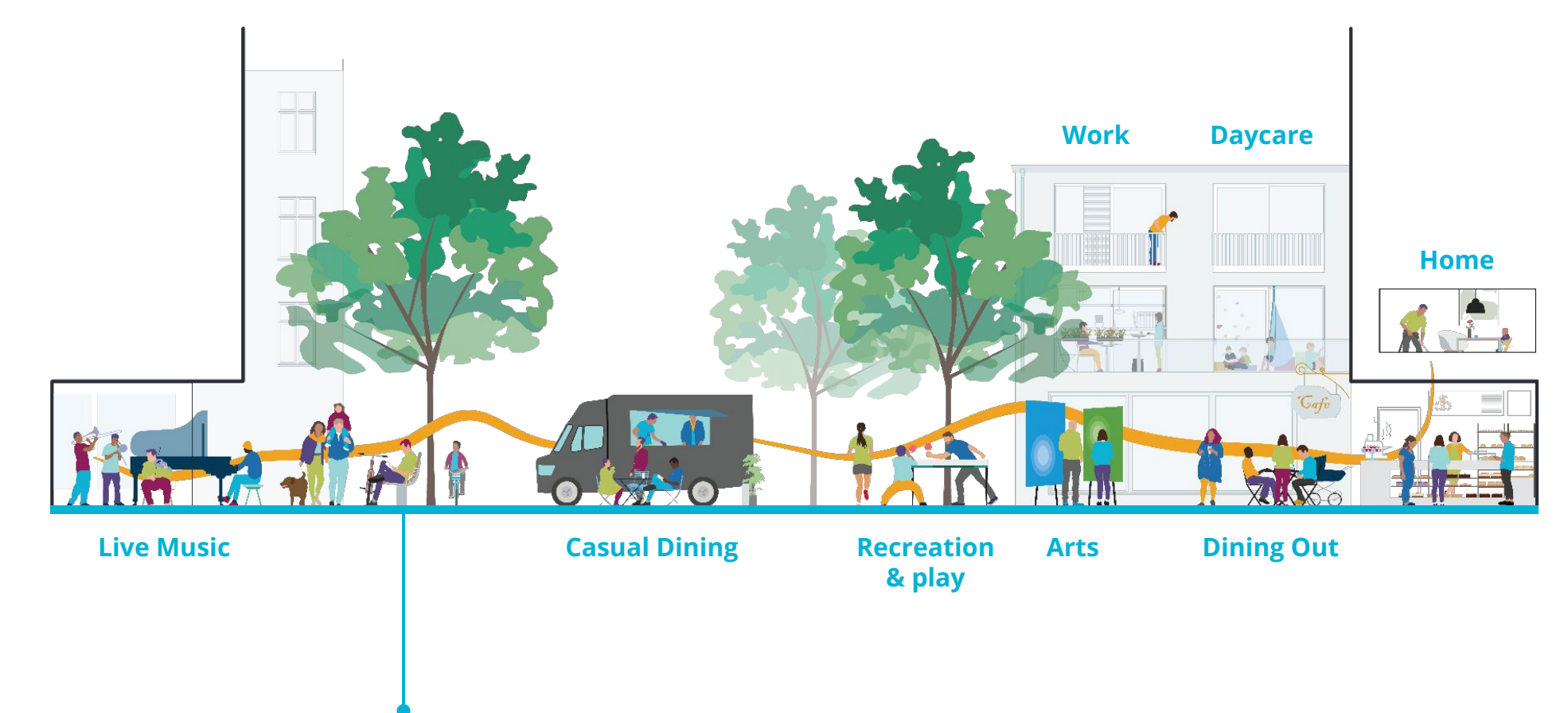
Downtown districts are pivoting away from functioning as isolated, primary-use districts...



...as they transform to become more well-rounded ecosystems of experiences.



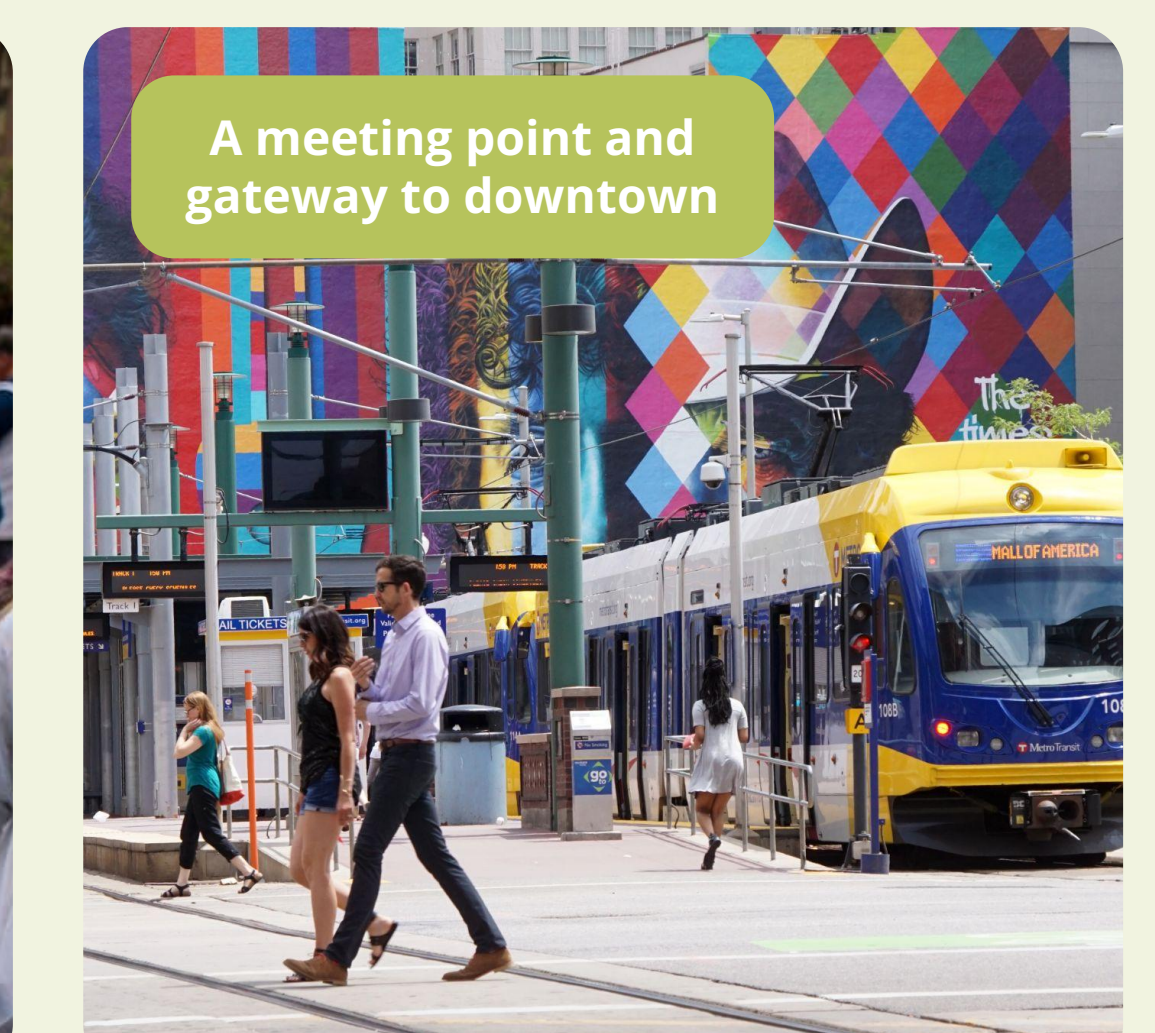
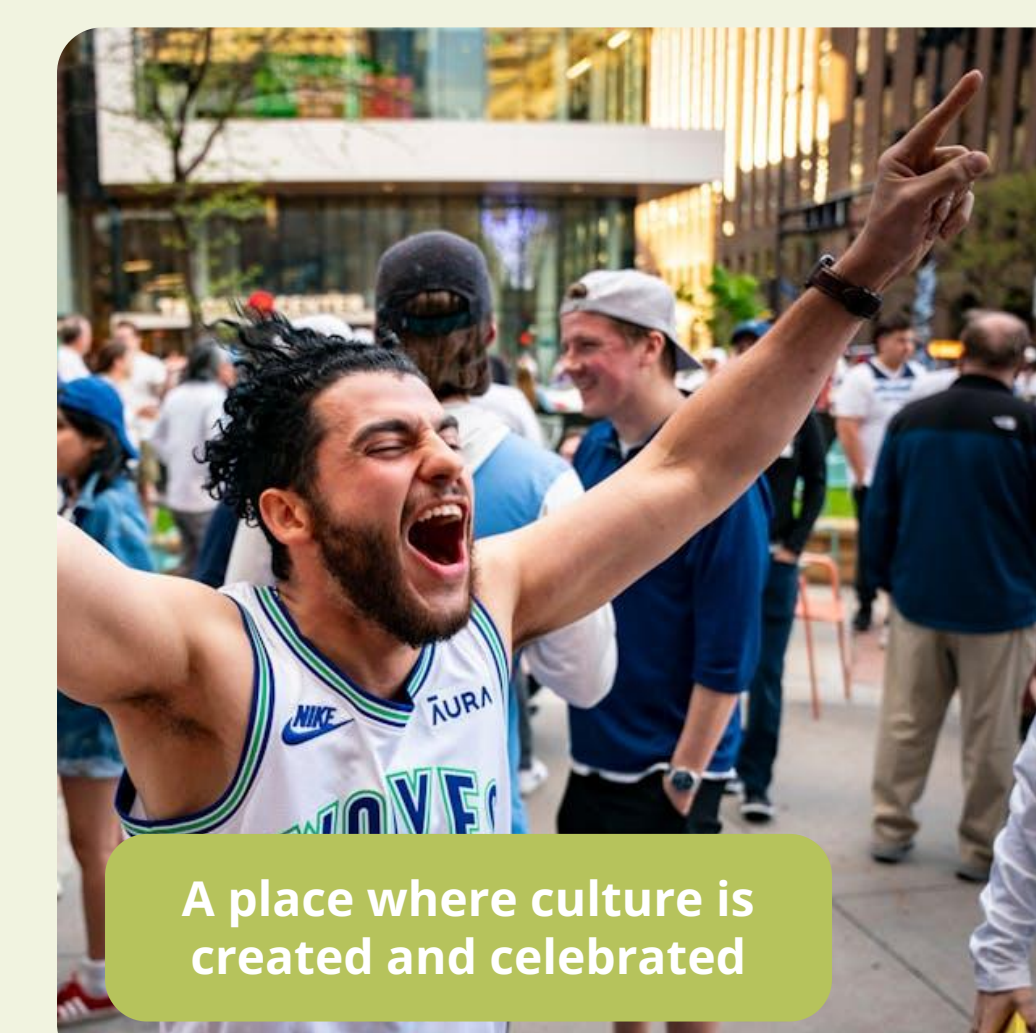
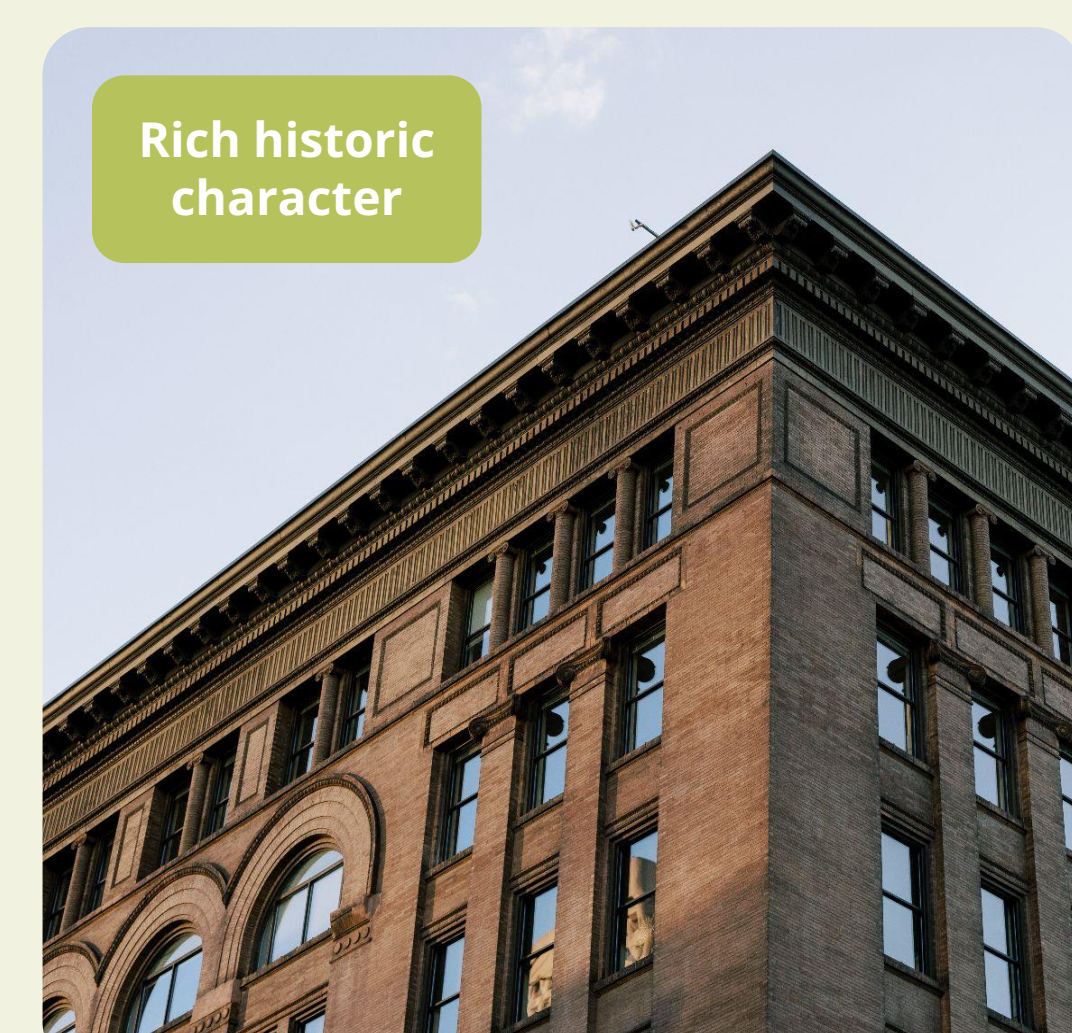
Streets are the platform for these experiences.



The public realm is the connective tissue that links destinations within a complete neighborhood.

**The transformation of 1st Ave N offers a once-in-a-generation opportunity!**

This street transformation is an opportunity not only to upgrade the public realm but also to celebrate 1st Ave N's unique character and elevate the richness of experiences that make it what it is.





CONTEXT

## Where are we today?

RESEARCH PROCESS

**We used a robust, multi-method research process to understand how people experience 1st Ave N today.**

Our research process captured perspectives of residents, workers, property / business owners, and visitors.



PHASE 1 ENGAGEMENT RECAP

**The purpose of Phase 1 of engagement was to introduce the public to the project, better understand the corridor's existing conditions, and seek input to inform the project's vision and goals.**

We are at the beginning of a multi-phase engagement approach. In 2023-2025, we will evaluate the existing conditions, develop a vision and ideas for the future corridor, and develop concept designs that result in a preferred layout.

By the numbers

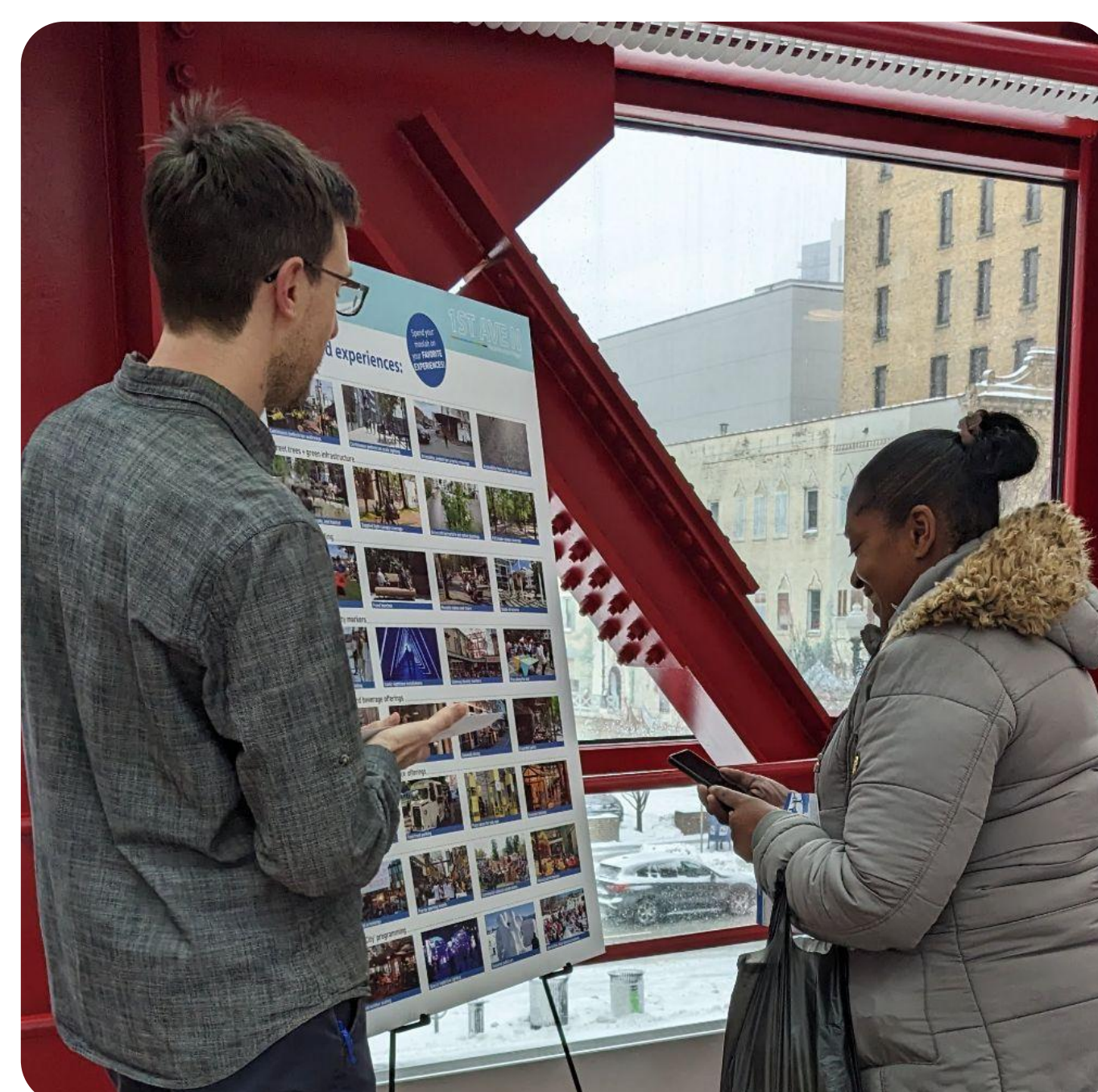
<b>360+</b> Online survey responses	<b>250+</b> Skyway open house visitors	<b>56</b> Focus group & walking tour participants	<b>40+</b> Street interviews	<b>15</b> 1:1 meetings with property owners	<b>5</b> Presentations to neighborhood & business orgs.	<b>420+</b> Newsletter subscribers	<b>2540</b> Postcards sent to residents / taxpayers
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What We Heard — six key themes rose to the top:

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

Skyway Open House

The Open House was held from 4-6pm on a Tuesday evening to capture the peak evening rush of skyway foot traffic. At this location you can look out from the skyway onto 1st Ave N, providing an ideal vantage point to observe the existing conditions and generate ideas about the future. The open house was widely promoted across physical and digital channels.



Stakeholder Conversations

Our team used listening sessions as an opportunity to target engagement with specific stakeholders in places and at times that best meet their needs. The sessions were held at Butler Square over several days.

Daytime Businesses

Priorities include safe, walkable, accessible district with strong all-day amenities.

Nighttime Businesses

Priorities include flexibility for large events and peak weekend late night hours with a focus on safety and foot traffic.

Traffic & Operations Staff

Priorities include curbside management, event access, and leveraging partnerships to maintain enhanced elements like seating.

Safety & Security Staff

Priorities include Crime Prevention Through Environmental Design, enhanced options for street closure, & security feature integration.

Property Owner Meetings

The project team met with owners and managers of buildings along the 1st Ave N corridor. In the 15 conversations with 28 properties, many shared their excitement for public investment in the corridor and early involvement in the design. The takeaways to inform next phases include detailed business access needs, leasing activities, and green infrastructure input.



● 28 complete  
● 3 no response

INSIGHTS

## Getting to & moving along 1st Avenue N

**1st Ave N is easy to get to and well connected to the rest of the city.**

52% of survey respondents believe it's easy to get to 1st Ave N.

**Does this resonate with you?**  
Place a sticker on the slider and add notes to a post-it to let us know what you think.

**1st Ave N is not only a downtown destination, but also a key link to other parts of the city.**

"1st Ave N is central and close to so many places — with skyway and street walkability to nearly all of Downtown."

60% of survey respondents note the main reason they're on 1st Ave N is to pass through to somewhere else.

"The best thing about 1st Ave N is the access to the light rail, bike lanes, and easy to navigate by car."

Source: Quotes from online survey responses, when participants were asked "What's the best part of 1st Avenue today?"

Strongly resonates

**1st Ave N has great proximity to transit, but pedestrian connections to these stops adjacent to the corridor could be improved.**

Narrow, cluttered arrival experience at light rail platform

Wide crosswalks with no tactile separation between modes

Limited wayfinding and real-time signage available off platform

Limited seating outside bus stop and none within sheltered area

**1st Ave N is currently identified as a connector bikeway, High Injury Street, and is part of the Pedestrian Priority Network.**

"I wish I could bike safely without having to worry about being killed by a car or truck driving recklessly."

"I wish I could bike without having to deal with vehicles obstructing the bike lane."

Protected bike lane  
Painted bike lane

Source: Quotes from online survey Q2 "What do you wish you could do on 1st Ave that you can't do today?" High injury network classification from Vision Zero

Does not resonate

**Once you get to 1st Ave N, it can be uncomfortable and hard to navigate while walking or using a mobility-assist device.**

**Does this resonate with you?**  
Place a sticker on the slider and add notes to a post-it to let us know what you think.

**Allocation of space at street level favors parked cars and drivers over people walking.**

TOTAL WIDTH: 80'

Mode	Percentage
driving	30%
parking	20%
biking	20%
furniture	15%
walking	15%

50% of space for cars

Strongly resonates

**People are not satisfied with the pedestrian experience nor quality of the sidewalks provided along 1st Ave N.**

"I wish I could walk along sidewalks and across intersections with better sense of safety"

Sidewalk obstructions

Narrow 3' passage

Narrow passing room

Dilapidated infrastructure

Sidewalk clutter

Messy drainage

Source: Data from site observations, open house, and quotes from online survey responses, when participants were asked "What do you wish you could do on 1st Ave that you can't do today?"

**A lack of clear wayfinding hinders access to all of the avenue's attractions and connections to nearby destinations.**

Heart of North Loop  
Mississippi Riverfront  
Target Field 5 min walk  
Central Library 2 min walk  
Downtown Retail Core  
US Bank Stadium 18 min walk  
City Hall 10 min walk  
Loring Park 15 min walk

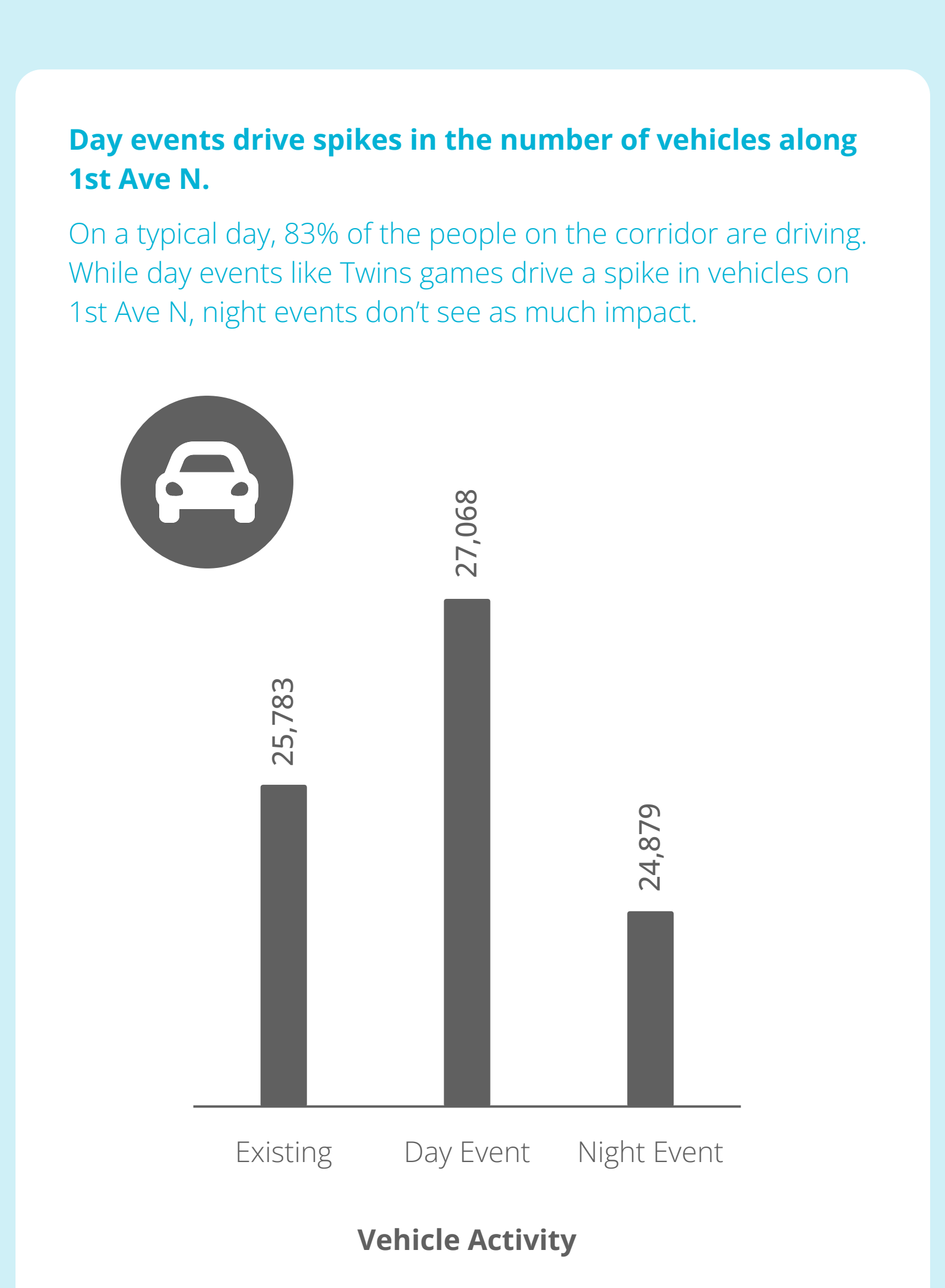
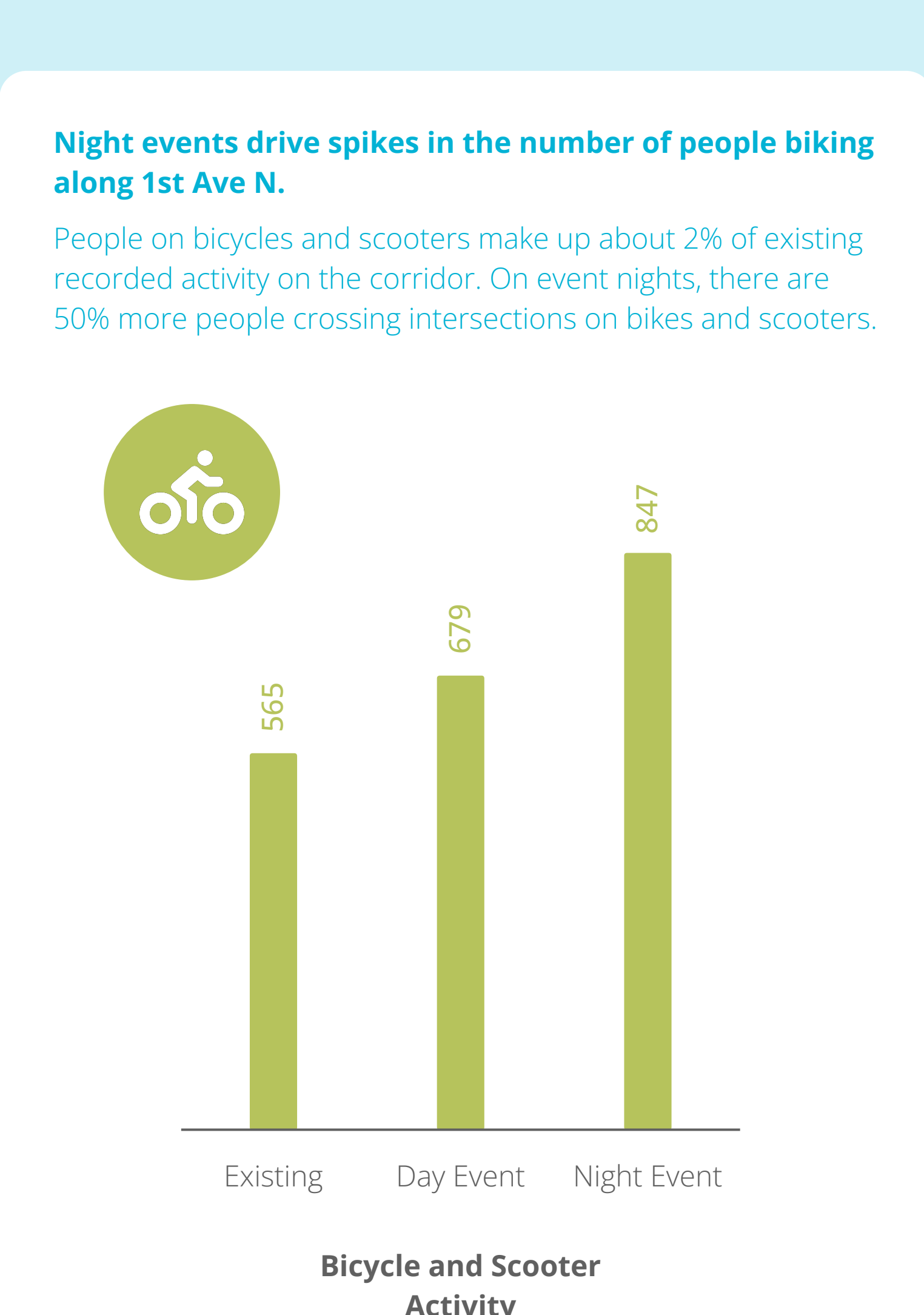
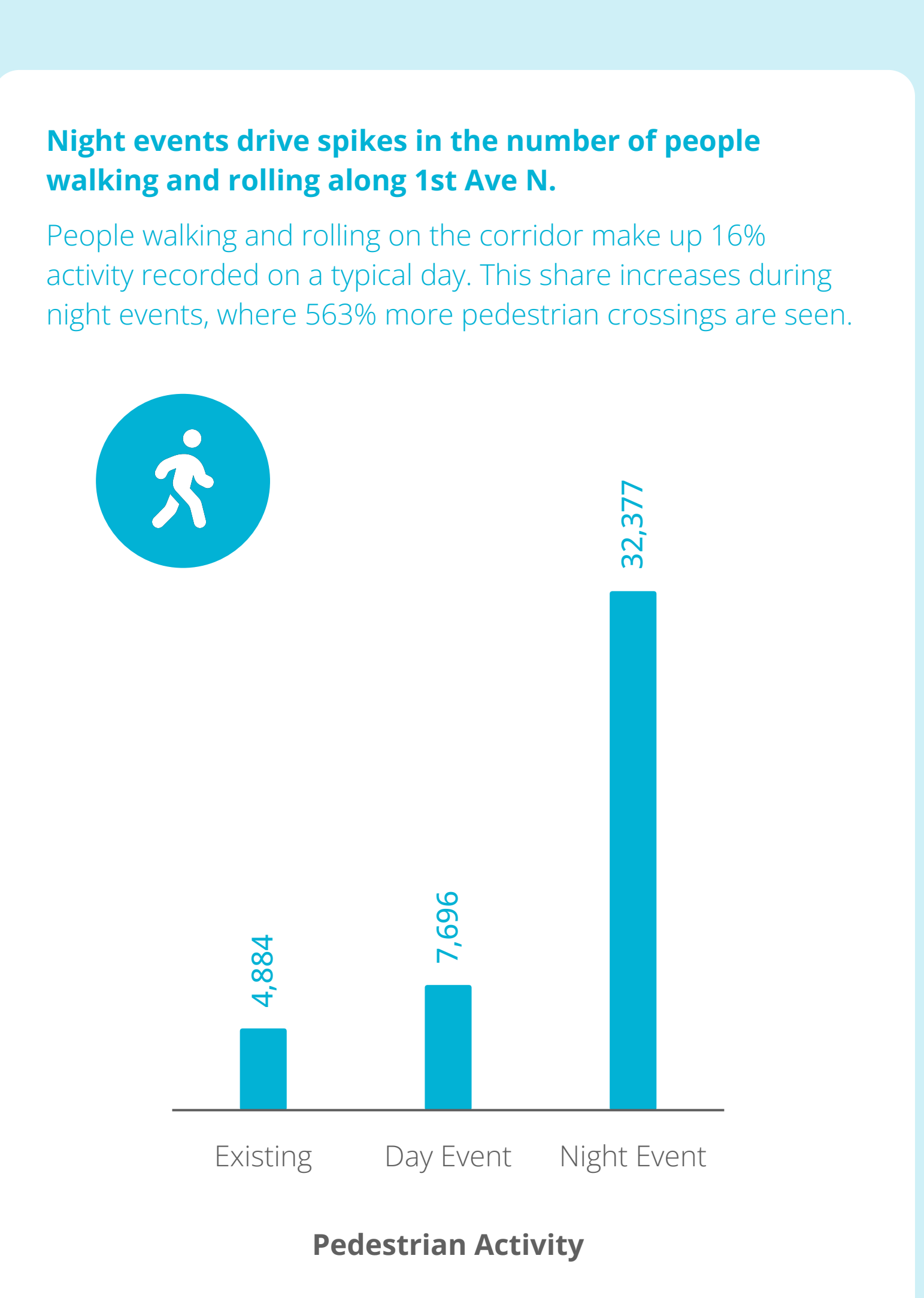
Surrounding destination

Does not resonate

**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



INSIGHTS

## Spending time on 1st Avenue N

**People have a varied perception of safety on the street.**

How does this resonate with you?  
Place a sticker on the slider and add notes to a post-it to let us know what you think.

**Among stakeholder focus groups and community members alike, safety was among the highest ranking aspirations for the street.**

Top aspirations for 1st Ave N from online survey:

Source: Top aspirations for 1st Ave N from online survey responses.

Strongly resonates

**Although the avenue is well-lit overall, people want to see better lighting.**

People associate inadequate lighting with a perception of feeling unsafe. A lack of pedestrian-scale lighting may be contributing to these negative impressions, revealing an opportunity for improved lighting variety and integration.

Source: Quotes from online survey responses, when participants were asked "What do you wish you could do on 1st Ave N that you can't do today?" Data from site survey.

**Maintaining the perception of safety at night is a challenge for 1st Ave N businesses, especially around surface parking lots.**

Operators of venues along the avenue connected local safety concerns with the area's surface parking lots that don't have security at night and have been, anecdotally, tied to gun violence.

Source: Quotes from focus group with venue operators.

Does not resonate

**A lack of basic comfort while moving and spending time on the corridor detracts from the overall experience.**

How does this resonate with you?  
Place a sticker on the slider and add notes to a post-it to let us know what you think.

**A scarcity of public benches and commercial seating limits invitations to spend time on the avenue.**

"I would like to see more places to sit and linger/ people watch"

Source: Quotes from online survey Q: "What do you wish you could do on 1st Ave N that you can't do today?" Data from site observations.

Strongly resonates

**Access to high-quality streetscape furnishings, including seating and trash bins, is a high priority for people who spend time on the avenue.**

Source: Desired streetscape improvements from online survey calculated from % of responses within top 5 ranking improvements.

**There is little greenery spread unevenly along the avenue — though people want to see more vegetation and trees along the streetscape.**

"I wish 1st Ave N had more green space"

Source: Quotes from online survey Q: "What do you wish you could do on 1st Ave N that you can't do today?" Data from 2024 1st Ave N Reconstruction Tree Preservation Priority Report.

Does not resonate

**A lack of diverse activities along and around the street leads to a lack of vibrancy along the corridor.**

How does this resonate with you?  
Place a sticker on the slider and add notes to a post-it to let us know what you think.

**People want to see more diverse offerings, including more local businesses, food and beverage options, everyday amenities, parks and play spaces.**

Source: Desired programming and amenity improvements from online survey. Quotes from online survey Q: "What do you wish you could do on 1st Ave N that you can't do today?"

Strongly resonates

**There are spikes of activity during peak commuter hours and around evening events, but not much at other times of the day.**

Source: Average hourly visits from late fall 12 months as of June 7th, 2024. Data from Pacer.ai.

**People want more varied programming and events across the day and throughout the year.**

In particular, people want more low-cost and free offerings. Weekend evening sees the highest share of visitors. Warehouse District Live (WDL) seeks to fill these gaps. In 2023, WDL activated 42 Fridays and Saturdays and featured 350 hours of free public activities — from public karaoke to local DJ showcases. Based on its success, the program expanded its offerings in 2024.

Source: Warehouse District Live data from City of Minneapolis.

Does not resonate

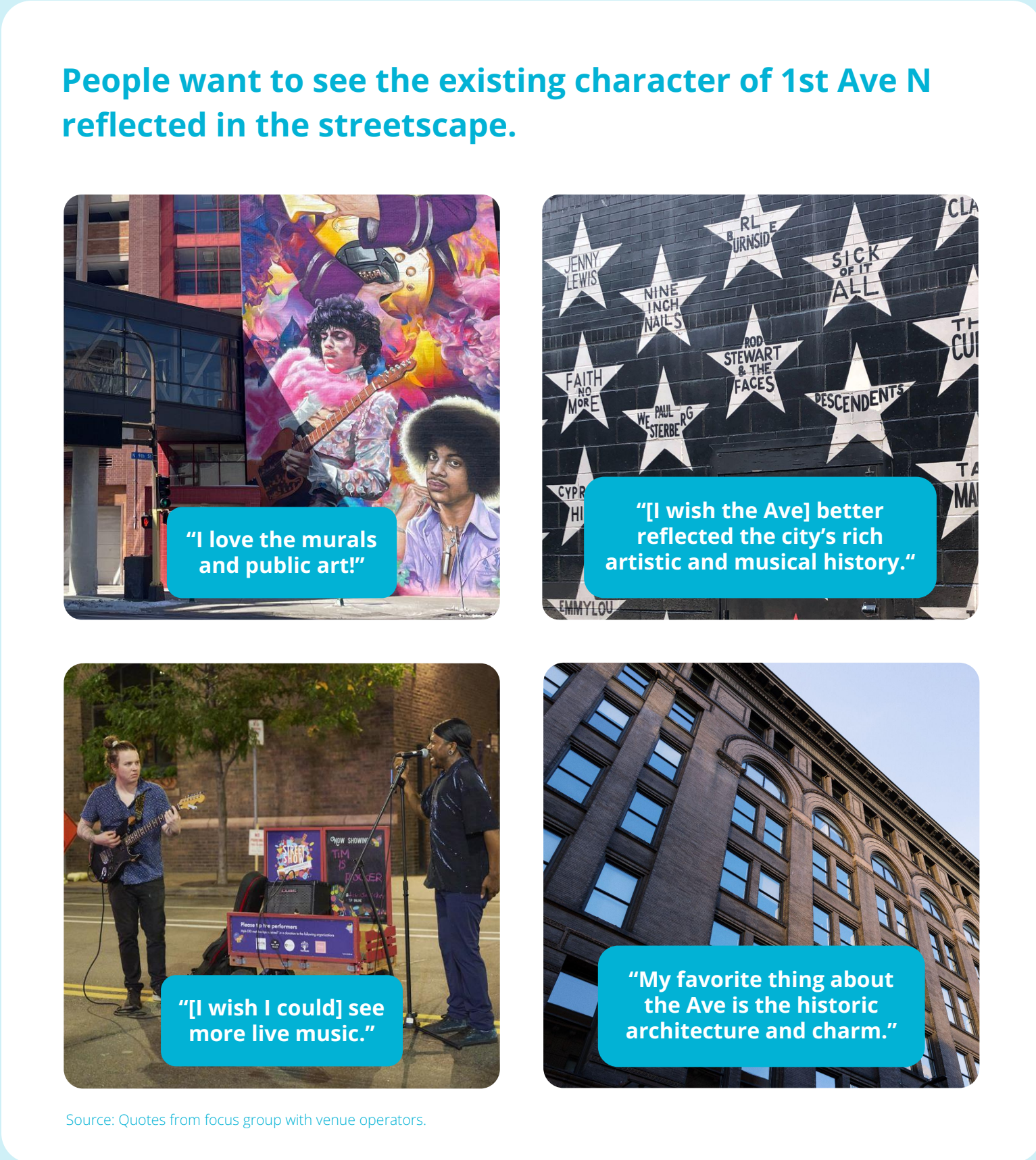
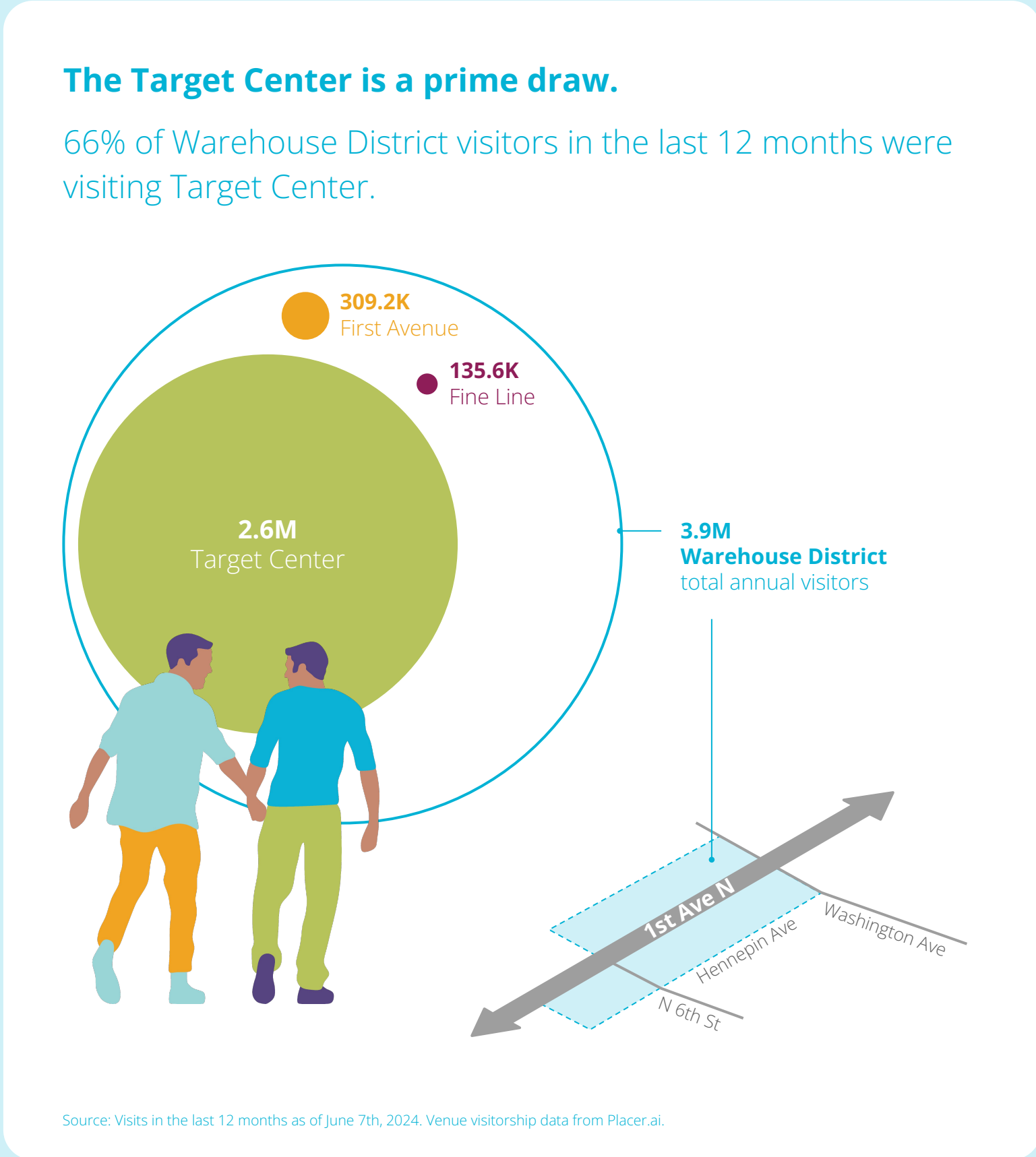
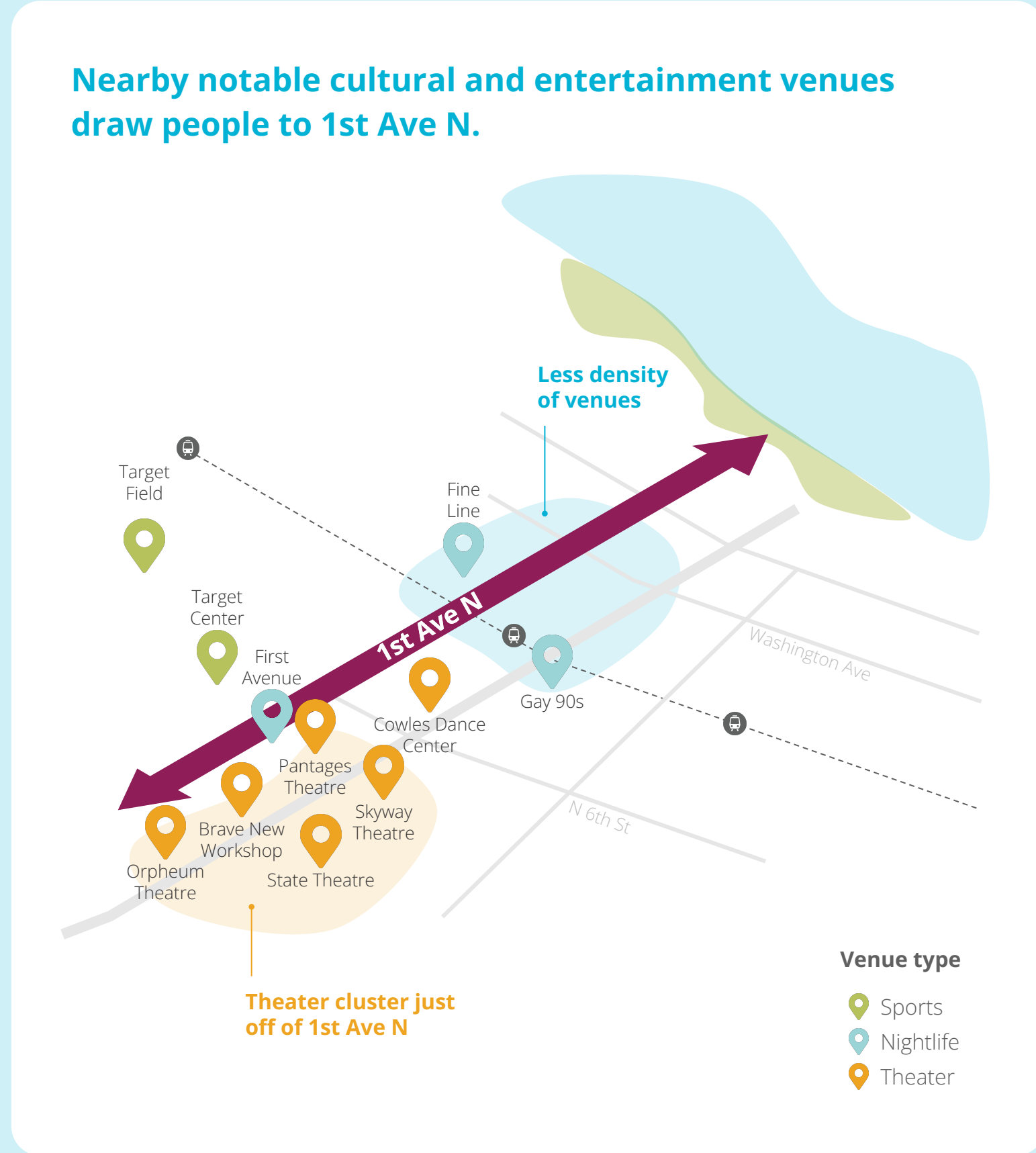
INSIGHTS

## Culture & entertainment on 1st Avenue N

**1st Ave N is a key destination for socializing, culture and entertainment.**

74% of people visit 1st Ave N with partners, family and friends based on survey respondents.

**How does this resonate with you?**  
Place a sticker on the slider and add notes to a post-it to let us know what you think.

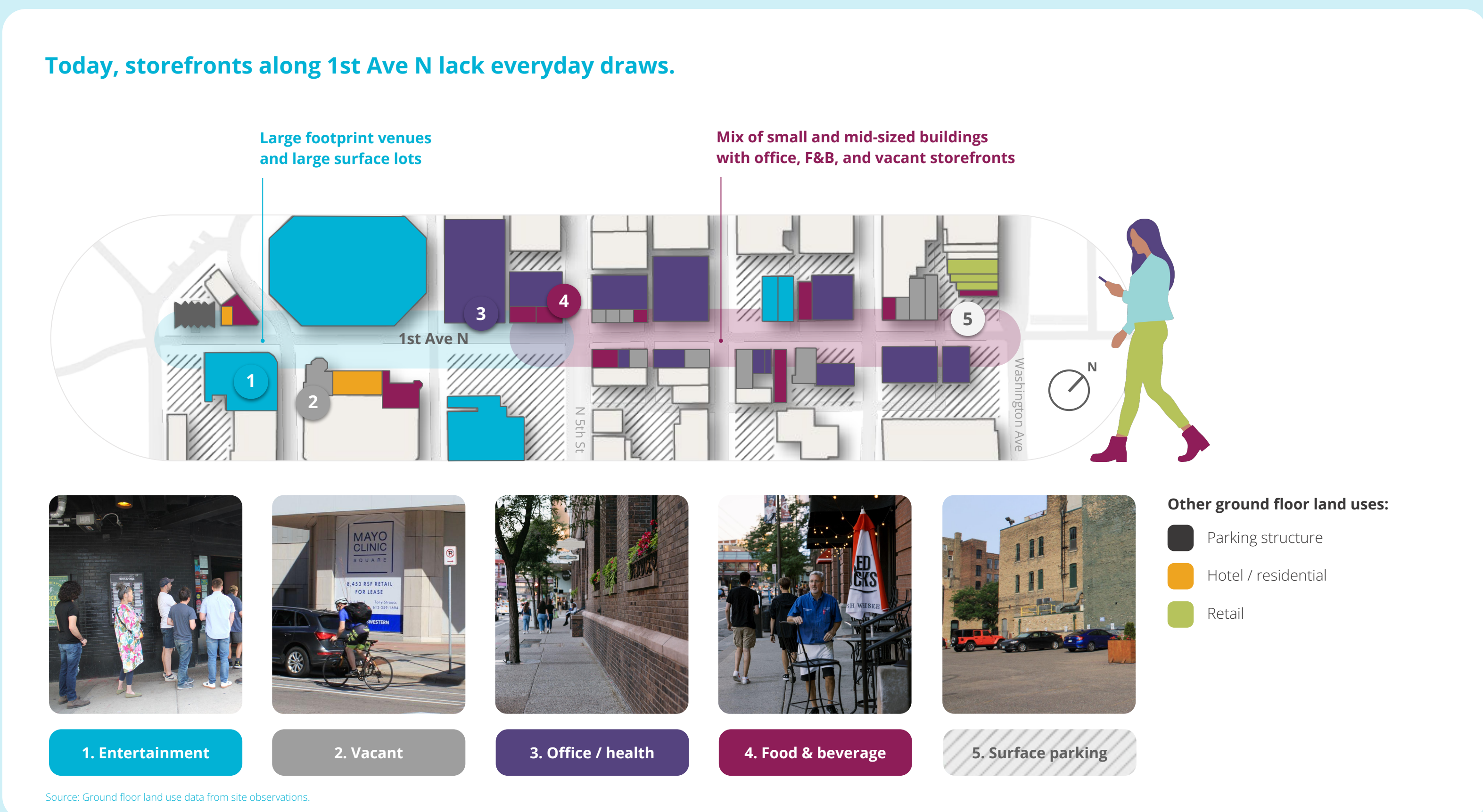


Strongly resonates

Does not resonate

**Limited mixed-use development and high rates of ground-floor vacancy reduce levels of daytime activity.**

**How does this resonate with you?**  
Place a sticker on the slider and add notes to a post-it to let us know what you think.

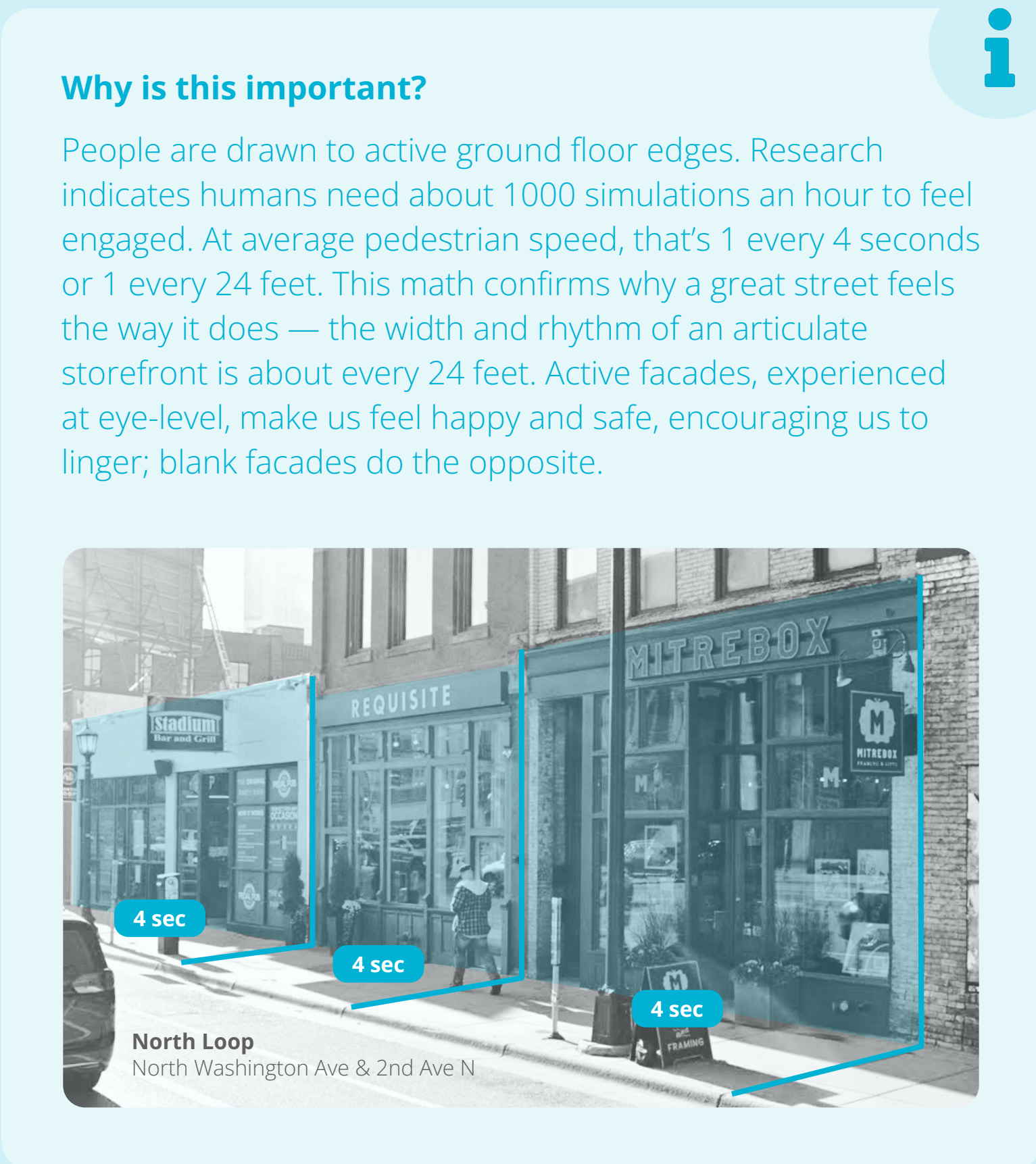
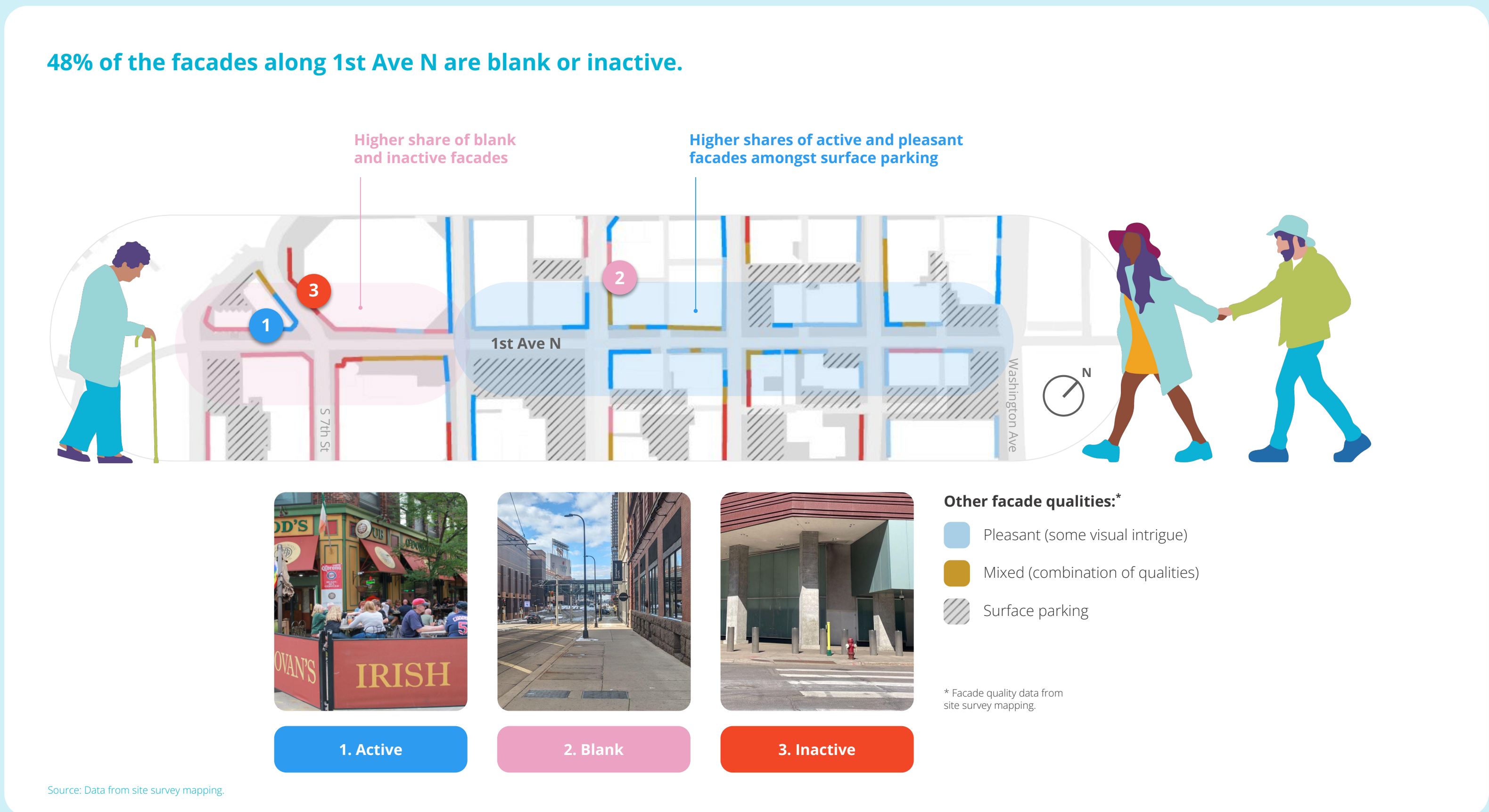


Strongly resonates

Does not resonate

**The presence of inactive, single-use blocks and buildings discourages public life.**

**How does this resonate with you?**  
Place a sticker on the slider and add notes to a post-it to let us know what you think.



Strongly resonates

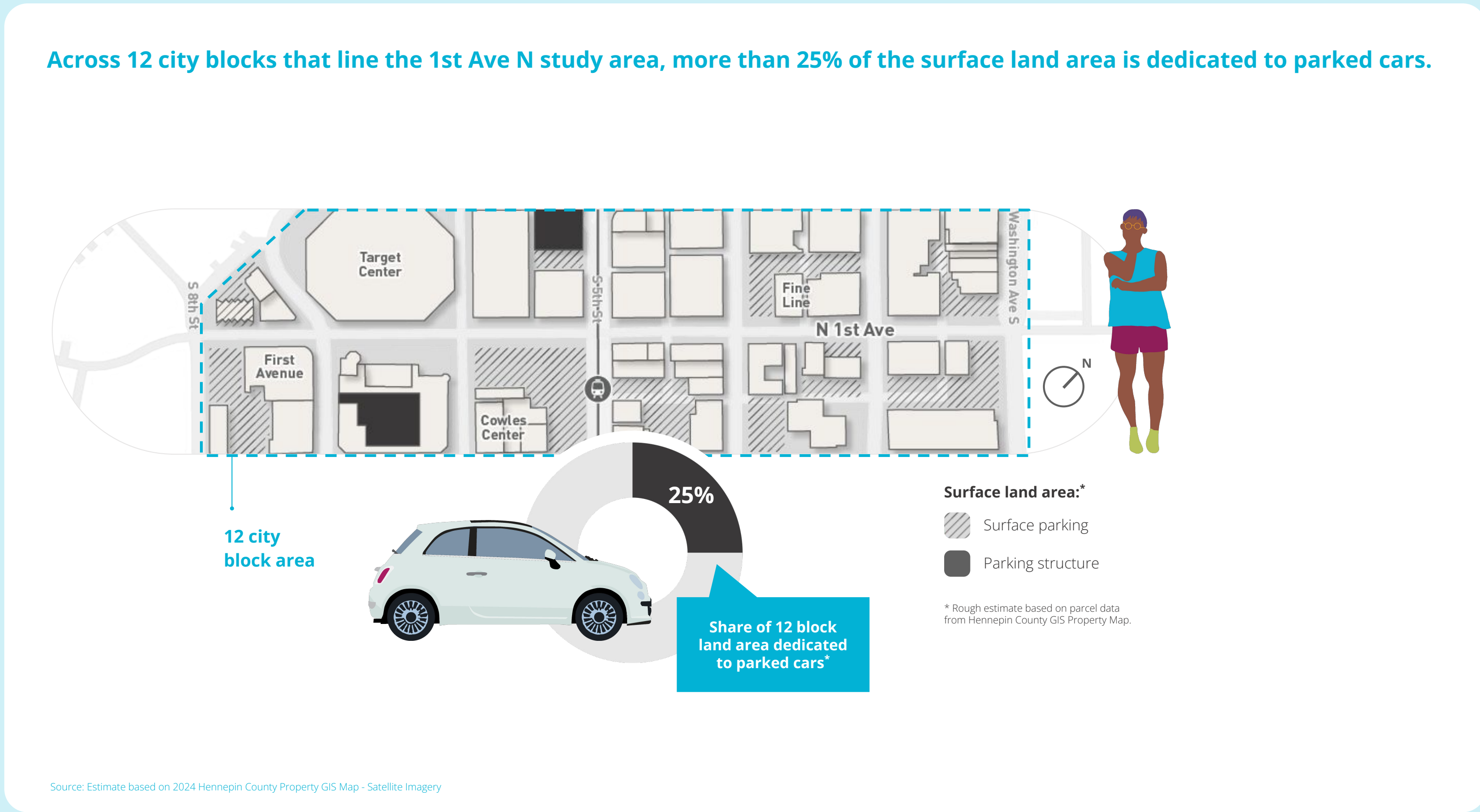
Does not resonate

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.**

How does this resonate with you?  
Place a sticker on the slider and add notes to a post-it to let us know what you think.



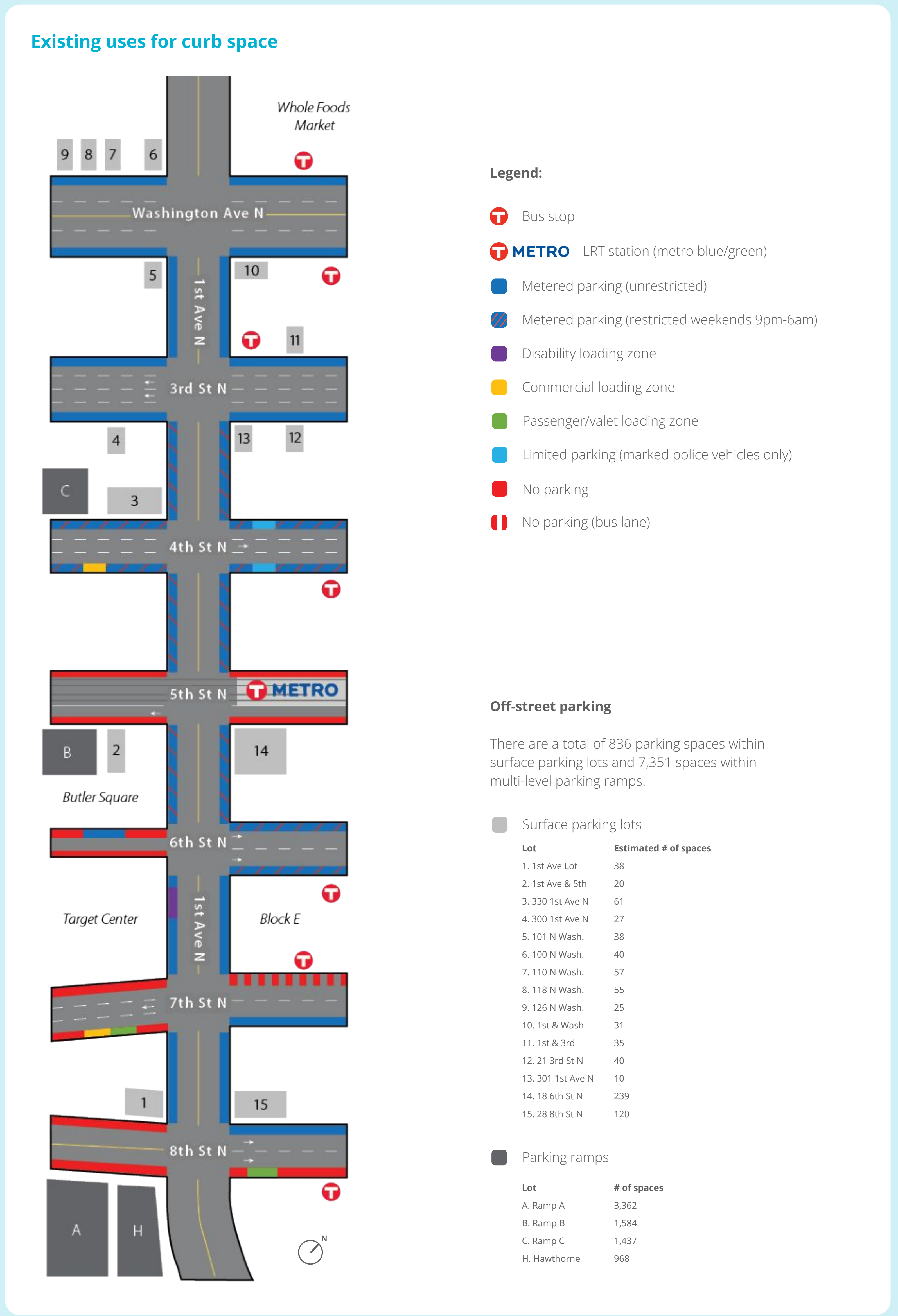
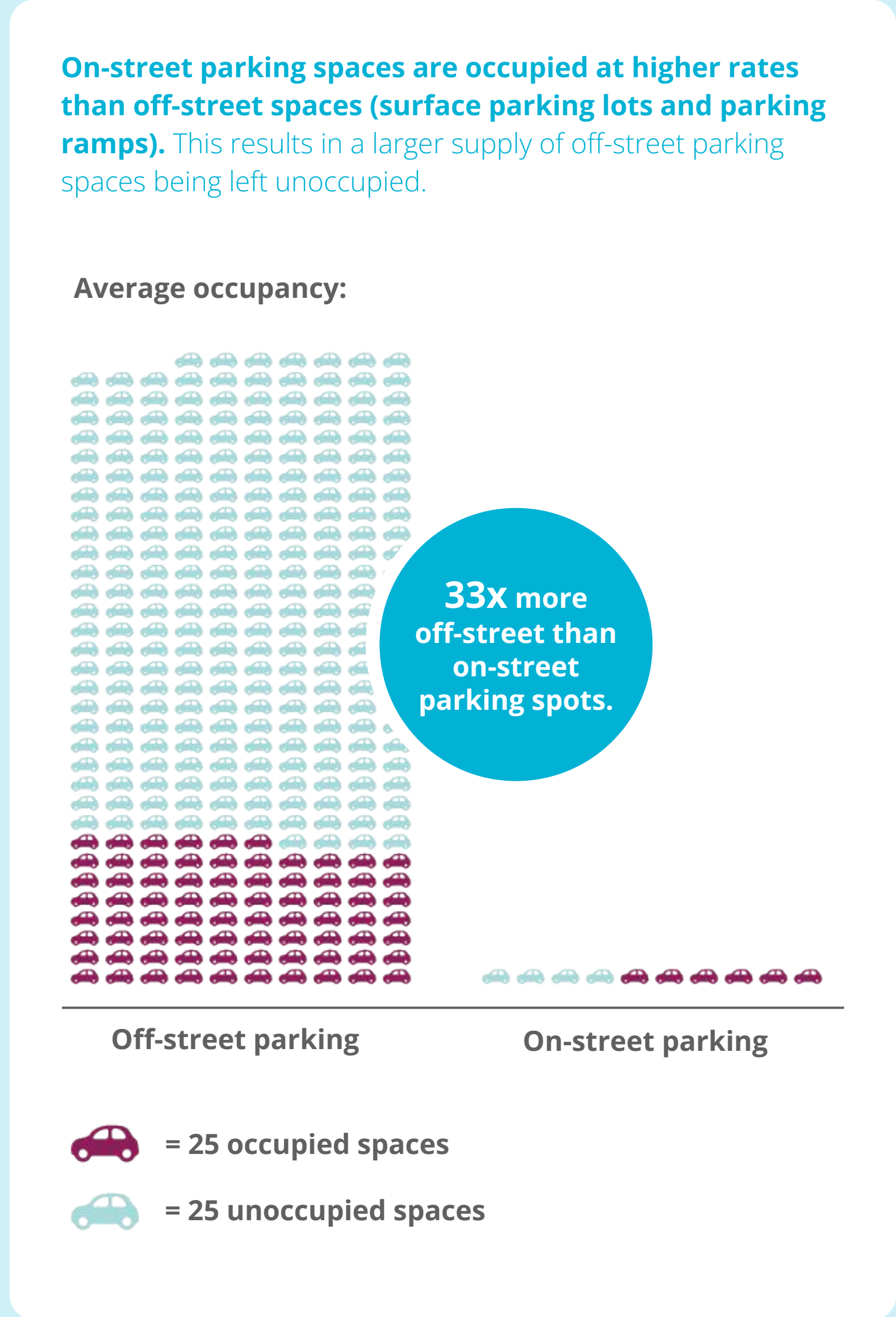
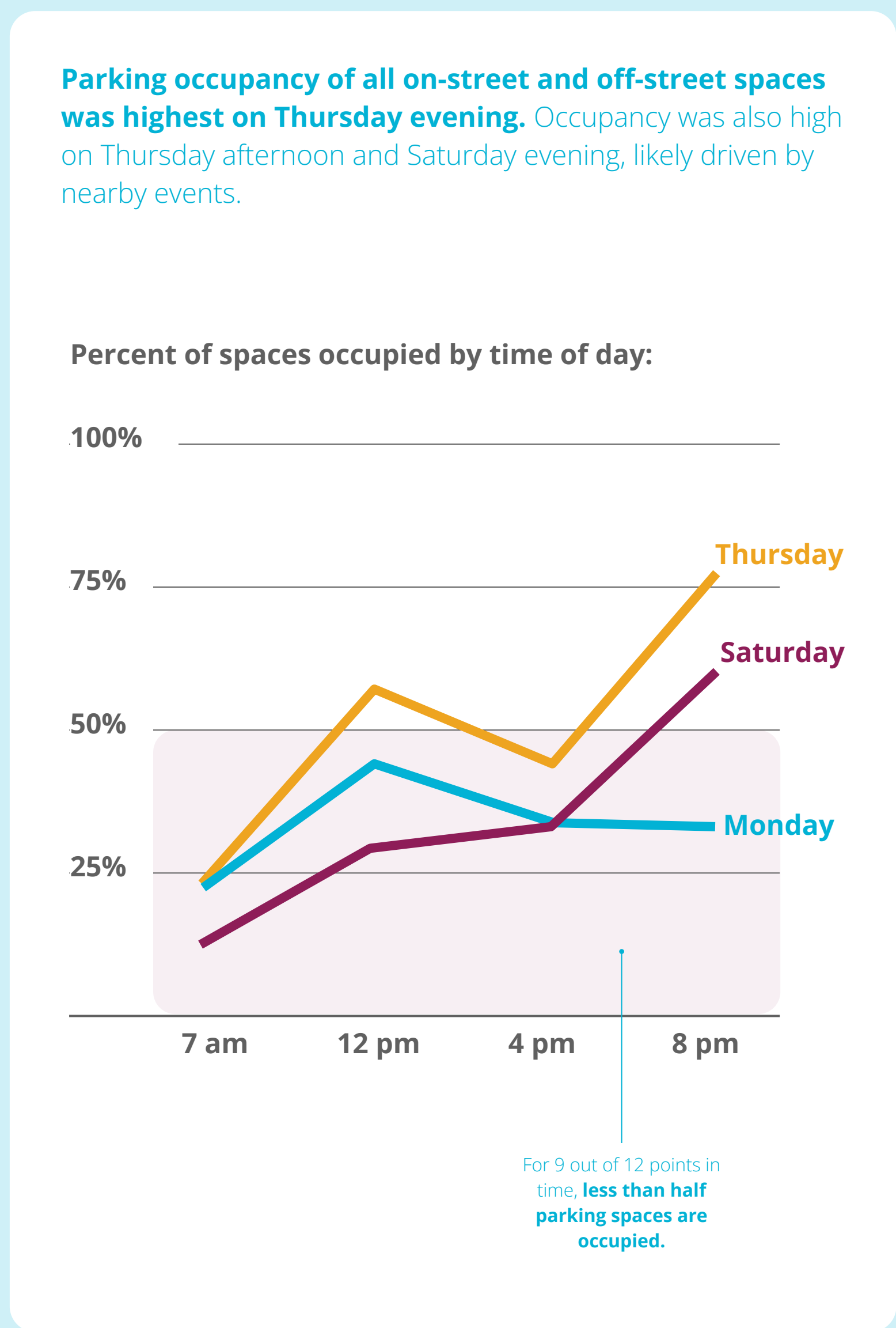
Strongly resonates

Does not resonate

**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.

Data Source: City of Minneapolis (2023, 2024)



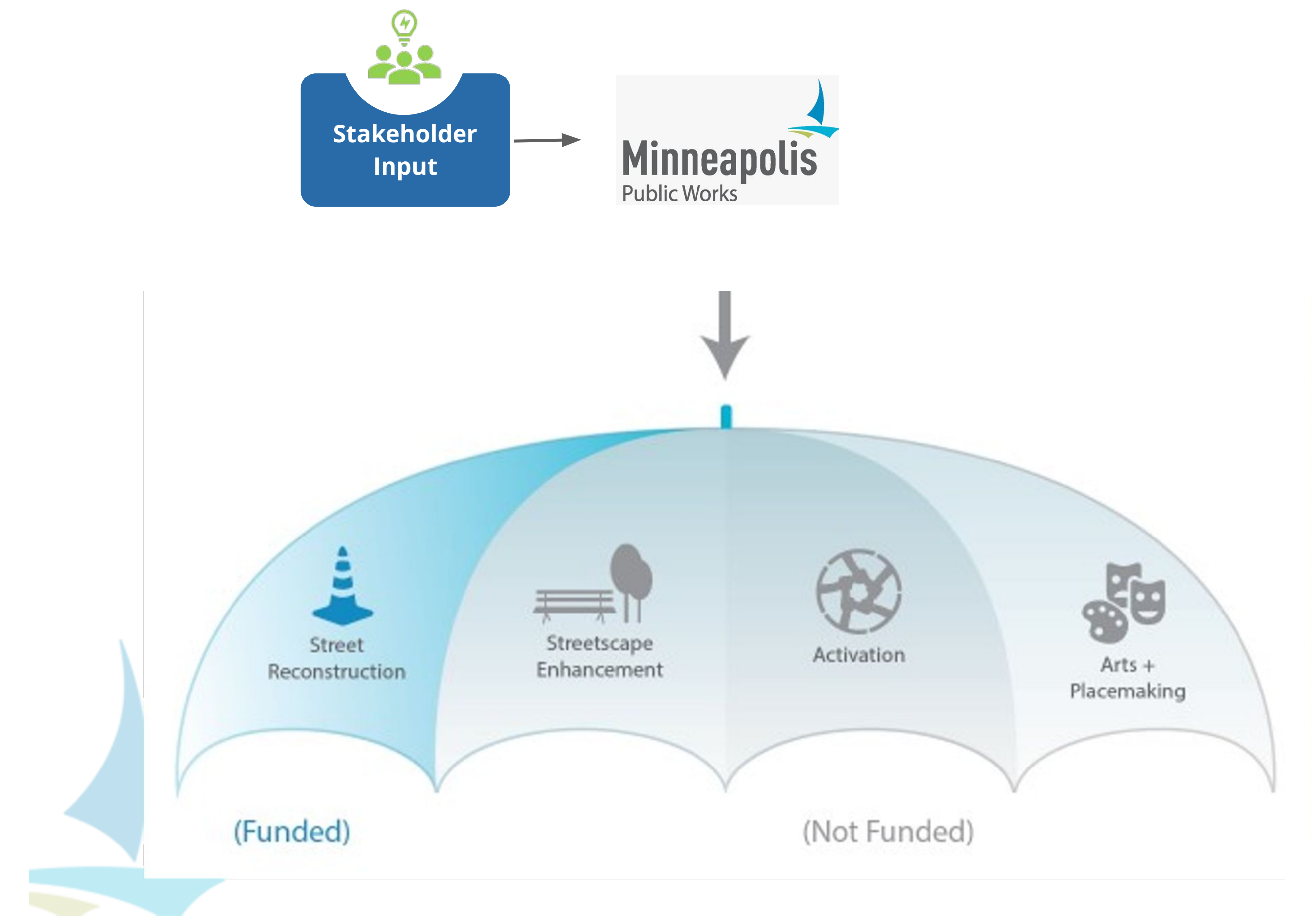
CONTEXT

## How do street design decisions get made?



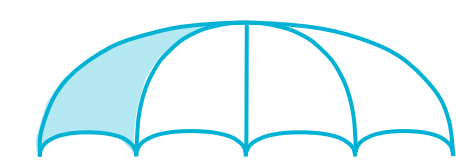
In the City of Minneapolis, reconstruction projects go through three design phases prior to construction: planning, concept design, and final engineering.

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.



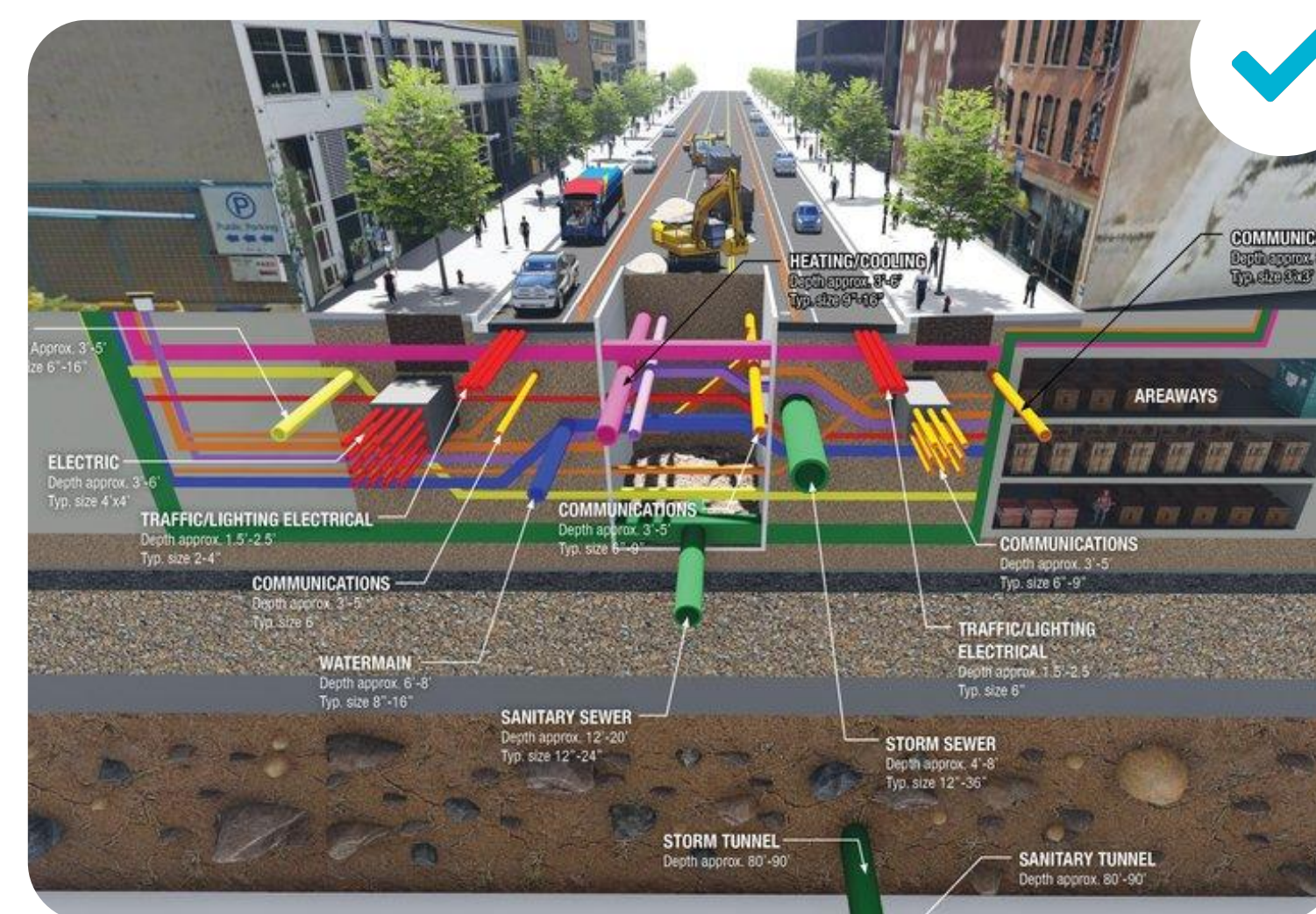
### Street Reconstruction Elements

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



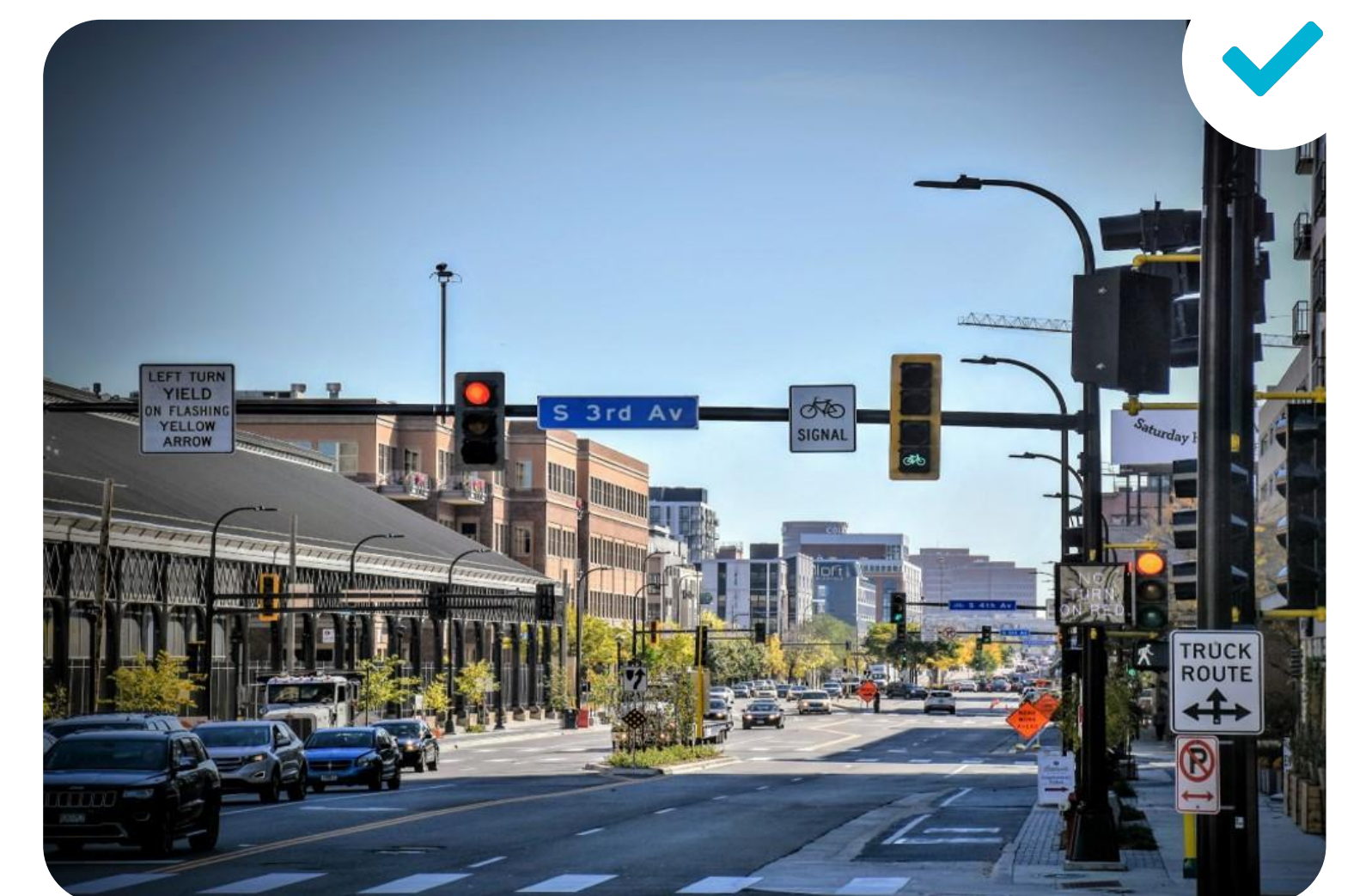
#### Sub-Surface Features

- 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



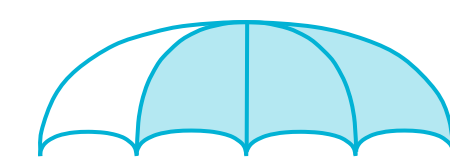
#### Signal Infrastructure, Signage, & Striping

- New street signs
- Pavement markings
- Traffic signal improvements

Note: List of Street Reconstruction features not all inclusive

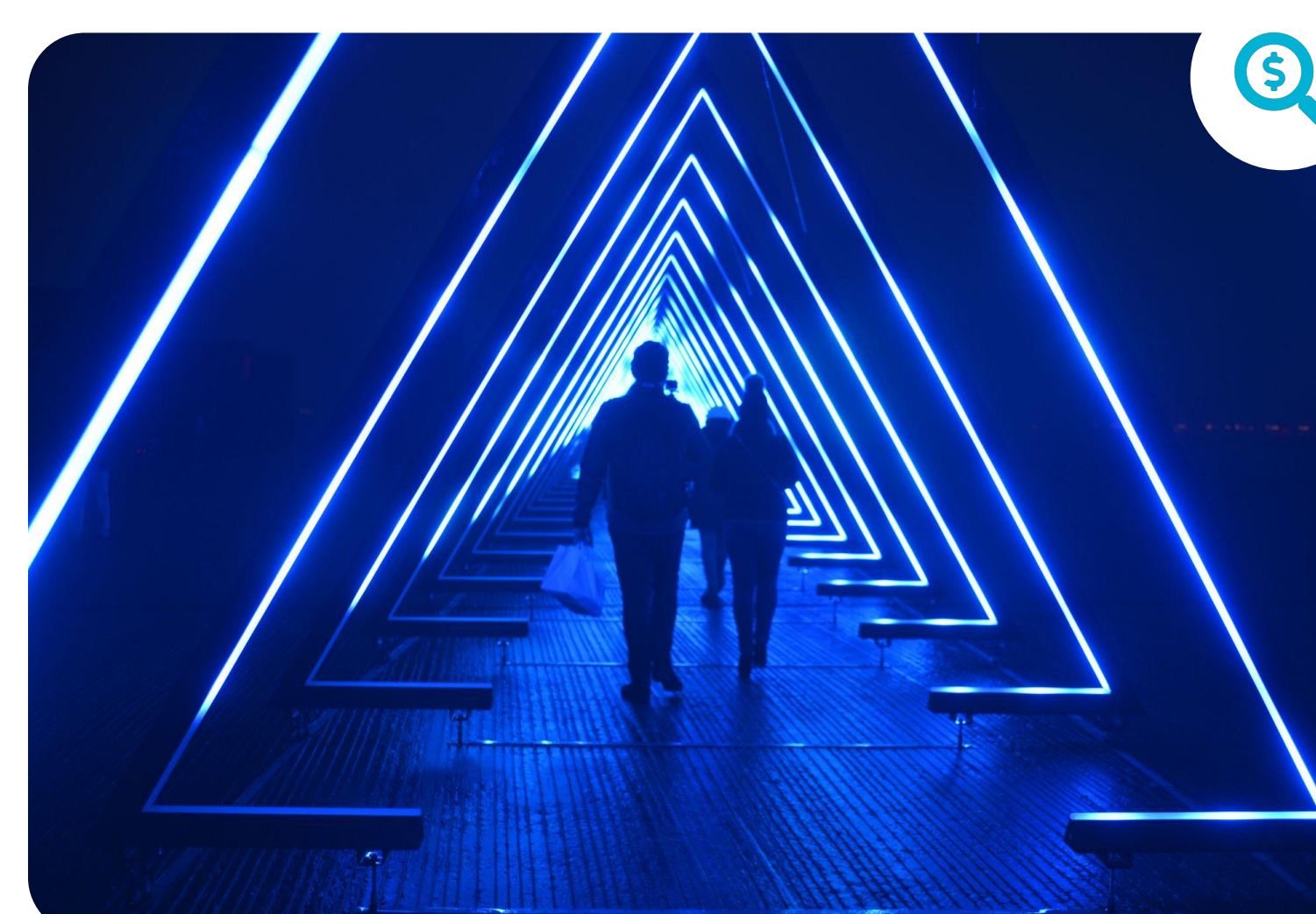
### Other Street Reconstruction Elements

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