



PARK & PORTLAND: VISION FOR DEVELOPMENT

2025 PLAN EAST TOWN DEVELOPMENT GROUP

East Town is a thriving district of 120 square blocks (300 acres) in the most accessible and visible sector of Downtown Minneapolis. It is bounded by the Minneapolis Central Business District on the west, the Mississippi riverfront to the north, Interstate-35W to the east, and Interstate-94 to the south.

The East Town Development work group was formed by the Minneapolis Downtown Council - Downtown Improvement District and the East Town Business Partnership and includes more than 60 organizations and 100 leaders representing businesses, non-profits, elected officials, universities, and neighborhoods. This inter-disciplinary group advances the development goals of *Intersections: The Downtown 2025 Plan* and hosts monthly strategic presentations ranging from planning and design to projects and critical path with a special focus on diverse housing growth.





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EXECUTIVESUMMARY

EAST TOWN IS THRIVING! East Town is within a period of great growth and transition. Continued efforts of strong planning and neighborhood engagement will help guide the growth to continue building the area into a strong cohesive neighborhood. Over the past decade plus many citizens, elected officials, business community members, developers, designers, and students have collaborated to complete multiple urban studies within the recently branded East Town, primarily focusing on the Elliot Park Neighborhood and Downtown East Neighborhood. This document provides an update of the current status of East Town, builds upon the previous studies and master planning that have been completed, and identifies opportunities for development.

GOALS

INCREASE RESIDENTIAL DEVELOPMENT in terms of attraction, distribution & density, variety of types and diversity of residents.

STRENGTHEN PARK & PORTLAND CORRIDORS AS “CONNECTORS” with an increased density in mixed-use development that recognizes preservation, circulation, accessibility, sustainability, safety, new retail/entertainment districts, street-level experience, owner-occupied housing, neighborhood character and balances economic vitality with environment, livability and quality of life.

EXPAND AND IMPROVE THE PUBLIC REALM (in order to attract work/live/play residents, diverse developments and innovation-based businesses) by focusing on green space, hardscapes, streetscaping, transit/vehicle/pedestrian patterns, infrastructure and sustainable environments.

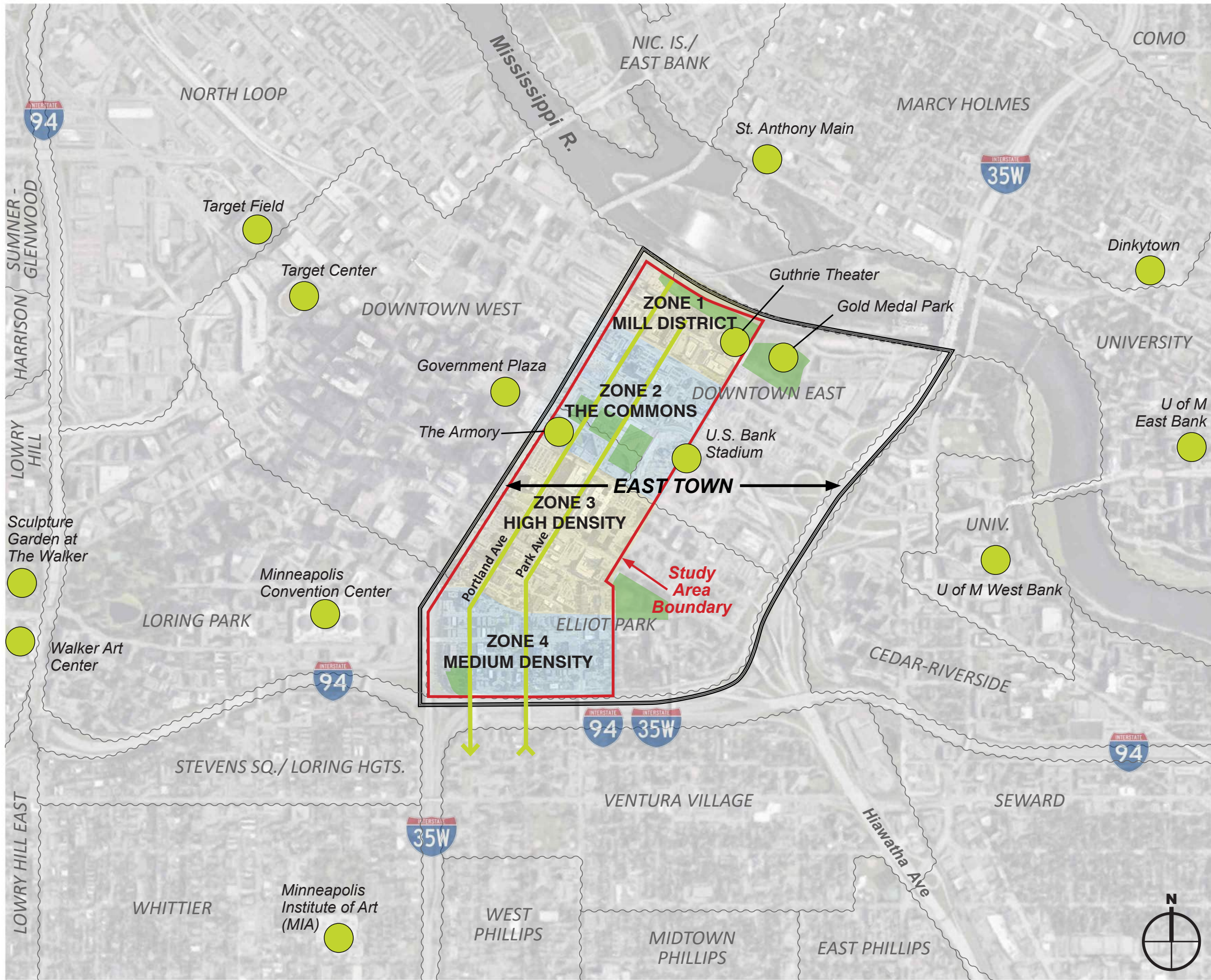
CREATE A WEBSITE PLATFORM in a centralized/accessible location that includes assessment of previous Studies/Data, Layer Maps (existing and envisioned), Opportunities/Goals/Guidelines, Stakeholder Feedback and Implementation Plan.

CONTRIBUTERS TO SOURCE MATERIAL

- BKV Group
- City of Minneapolis
- Community Planning & Economic Development (CPED)
- Downtown Minneapolis Neighborhood Association (DMNA)
- Downtown East Elliot Park (DEEP)
- East Town Business Partnership
- Elliot Park Neighborhood, Inc. (EPNI)
- Hennepin County
- Metro Transit
- Minneapolis Downtown Council - Downtown Improvement District (DID)

RELEVANT STAKEHOLDERS

- Aeon
- Augustana Care
- Developers
- Guthrie Theater Foundation
- HCMC
- Kraus-Anderson
- North Central University
- McKnight Foundation
- Metro Transit
- Minnesota Sports Facilities Authority (MSFA)
- Minnesota Historical Society
- Star Tribune
- Thrivent Financial
- University of Minnesota
- Valspar
- Wells Fargo



CHARACTER ZONES

Traveling through East Town on Park or Portland Avenue, one encounters a variety of “zones.” The zones described here are not official designations, but have been identified for the purpose of this study.

ZONE 1 – MILL DISTRICT

The Mill District is a unique historic area on the Mississippi River, characterized by destinations such as the Guthrie Theater, the Mill City Museum, and Mill Ruins Park.

ZONE 2 – THE COMMONS

The defining features of this zone are The Commons park, the new Wells Fargo Towers on the north side, the U.S. Bank Stadium to the east, and the Armory to the west.

ZONE 3 – HIGH DENSITY

Currently comprised of a mix of mid- and high-rise buildings and a large number of surface parking lots, this portion of East Town has great potential to become a more vibrant, high density area with a distinctly urban feel.

ZONE 4 – MEDIUM DENSITY

Flanked on both sides by parks and connected by local streets, this area just north of the Interstate is primarily residential and allows for retail opportunities to serve its residences.

LEGEND

- East Town Boundary
- Study Area Boundary
- Neighborhood Boundary
- Landmarks
- Parks

LEGEND

- Residential
- Mixed Use
- Commercial
- Municipal/ Institutional
- Office/ Corporate
- Parks and Open Space
- Parking Ramp
- Surface Parking
- LRT Blue Line
- LRT Green Line
- LRT Station



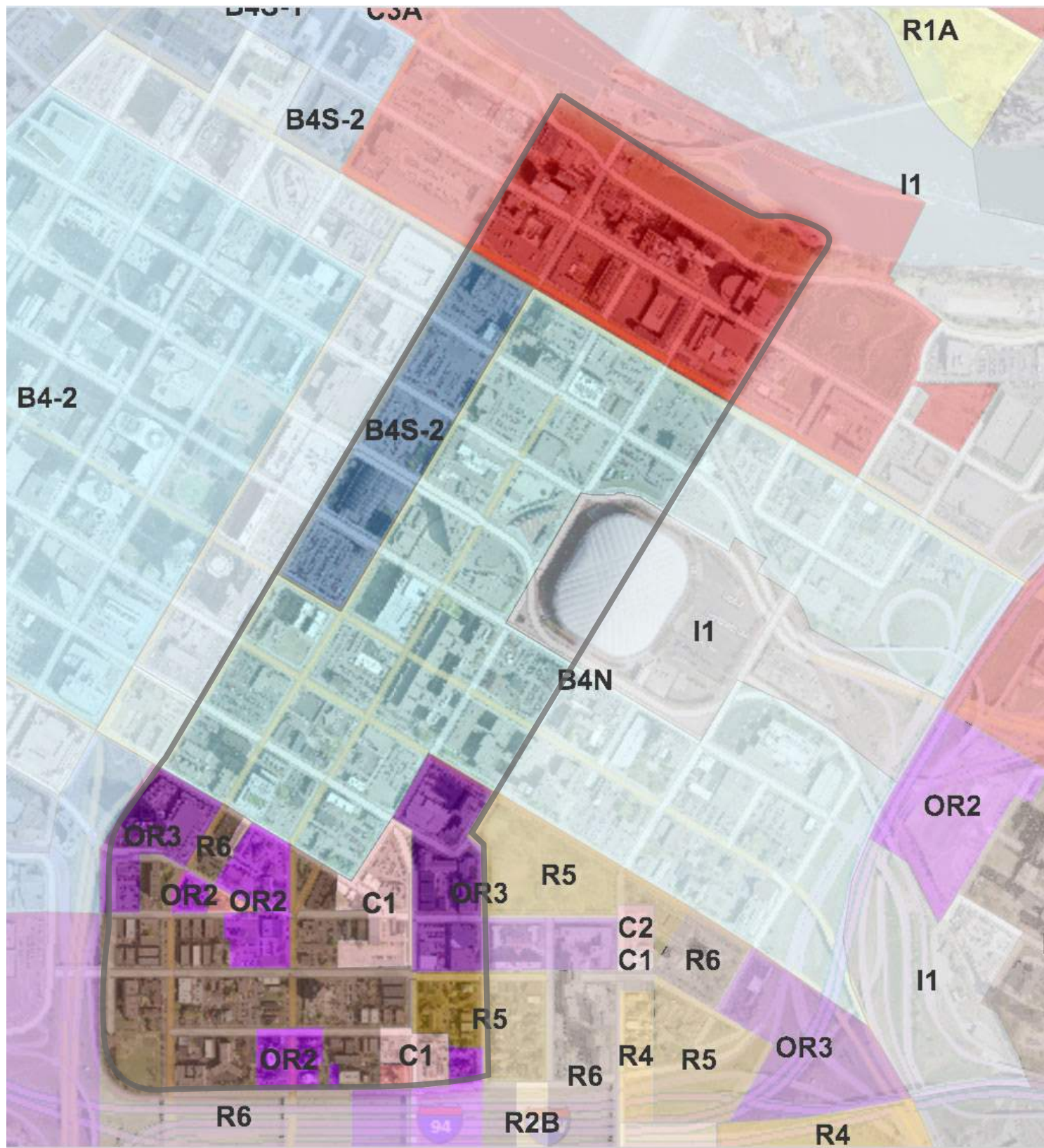
LAND USE

ZONE 1 – MILL DISTRICT
Many of the historic buildings in this district have been restored and turned into market rate housing. There have also been several additional mixed use and apartment buildings built in this area over the last decade, and at least one or two more are in the works.

ZONE 2 – THE COMMONS
The Commons has a rich mix of land use surrounding the newly implemented park, varying from commercial, mixed use and residential developments to institutional and office buildings.

ZONE 3 – HIGH DENSITY
This zone is characterized by mid and high-rise mixed use buildings and a large number of surface parking lots. The HCMC campus makes up the east side of the zone.

ZONE 4 – MEDIUM DENSITY
This portion of Elliot Park is mainly a residential zone, with a plethora of low rise apartments and some single family homes.



B4S-2: Downtown Service District

High density mixed use neighborhood.
 Height Limit: N/A
 Min. FAR: 2.0
 Max. FAR: 8.0
 Setbacks: Front yard: 25'
 Side yard: 5' + 2X (X= # of floors)
 Rear yard: Equal to min. side yard

B4N: Downtown Neighborhood District

High density neighborhood with a variety of goods and services to support downtown living.
 Height Limit: 10 stories, or 140'
 Min. FAR: 2.0
 Max. FAR: N/A
 Setbacks: Front yard: 25'
 Side yard: 5' + 2X (X= # of floors)
 Rear yard: equal to Min. side yard

R6: Multiple Family District

High Density apartments, institutional and public services may be allowed
 Height Limit: 6 stories, or 84'
 Min. FAR: N/A
 Max. FAR: 3.0
 Setbacks: Front yard: 15'
 Interior side: 5' + 2X (X= # of floors)
 Corner side: 8' + 2X (X= # of floors)
 Rear yard: 5' + 2X (X= # of floors)

OR2 - High Density Office District

Mixed use environment of moderate to high density + large office use + small scale retail to service surroundings.
 Height Limit: 4 stories, or 56'
 Min. FAR: N/A
 Max. FAR: 2.5
 Setbacks: Front yard: 15'
 Interior side: 5' + 2X (X= # of floors)
 Corner side: 8' + 2X (X= # of floors)
 Rear yard: 5' + 2X (X= # of floors)

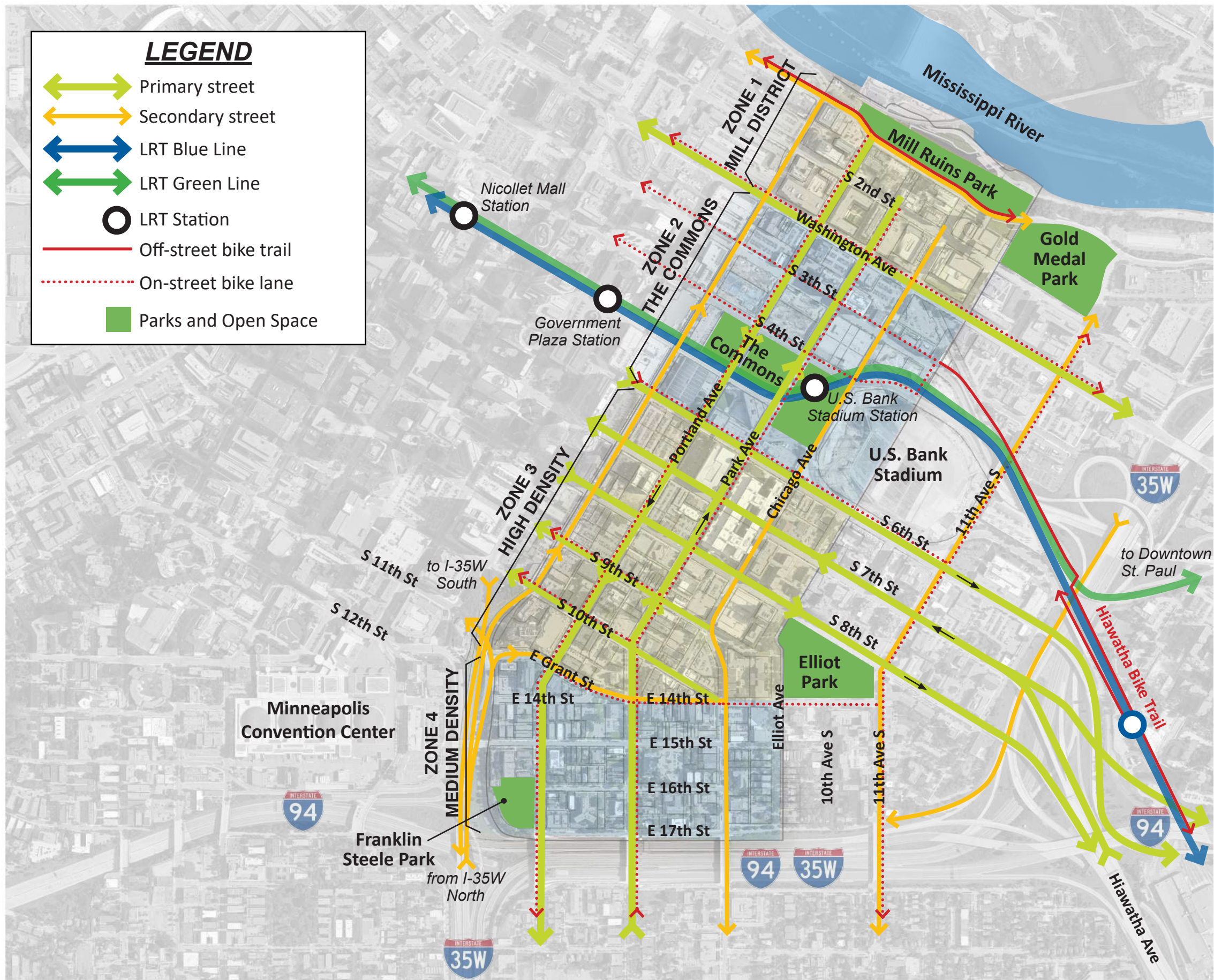
OR3 - Institutional Office Residence District

Mixed use very high density dwellings + large office & small scale retail
 Height Limit: 6 stories, or 84'
 Min. FAR: N/A
 Max. FAR: 3.5
 Setbacks: Front yard: 15'
 Interior side: 5' + 2X (X= # of floors)
 Corner side: 8' + 2X (X= # of floors)
 Rear yard: 5' + 2X (X= # of floors)

C1 - Neighborhood Commercial District

Small scale retail compatible with adjacent residential uses.
 Height Limit: 2.5 stories, or 35'
 Max. FAR: 1.7
 Setbacks: Front yard: 25'
 Interior side: 5' + 2X (X= # of floors)
 Corner side: 25'
 Rear yard: 5' + 2X (X= # of floors)





CIRCULATION & TRANSIT

PARK & PORTLAND AVE CORRIDOR

Park & Portland Avenues are county owned one way pairs, and major connectors running the length of East Town. South of 5th Street, they both consist of three lanes of traffic, with a single on-street bike lane and two lanes of parking. At The Commons, they narrow to accommodate the pedestrian oriented streetscape, then widen again near Washington Avenue. North of Washington, they both are local two-way streets.

Other major connectors include the Chicago Ave, which runs parallel to Park & Portland, and South 6th, 7th, and 8th Streets, all one ways moving traffic either into or out of downtown, connecting with I-94 and Hiawatha Avenue. 9th and 10th Streets connect Elliot Park to downtown and I-35W.

LIGHT RAIL

East town is well connected to the Light Rail Transit system, with U.S. Bank Stadium receiving both the Blue Line from Mall of America, and the Green Line from downtown St. Paul.

BUS

A plethora of regional and local bus routes run through East Town – see metrotransit.org for more information.

ZONE 1 - MILL DISTRICT



Summary:

Portland and Park Avenue connect to West River Parkway at the north end of East Town in the Mill District. The district is many attractions like the Guthrie, the Stone Arch Bridge and the Mill City Museum.

Guidelines:

- Strengthen connection to the Mississippi River.
- Link to Water Works project.
- Promote recreational use of St. Anthony Lock & Dam.
- Strong urban presence and retail along Washington Avenue.



ZONE 2 - THE COMMONS



Summary:

The Commons Park, Wells Fargo Towers, and the US bank Stadium are a distinctive features of Zone 2.

Guidelines:

- Strong urban presence and retail along Washington Avenue.
- Relate to The Commons Park.
- Respect sun access to The Commons Park.
- Promote extension of Central Business District.



ZONE 3 - HIGH DENSITY



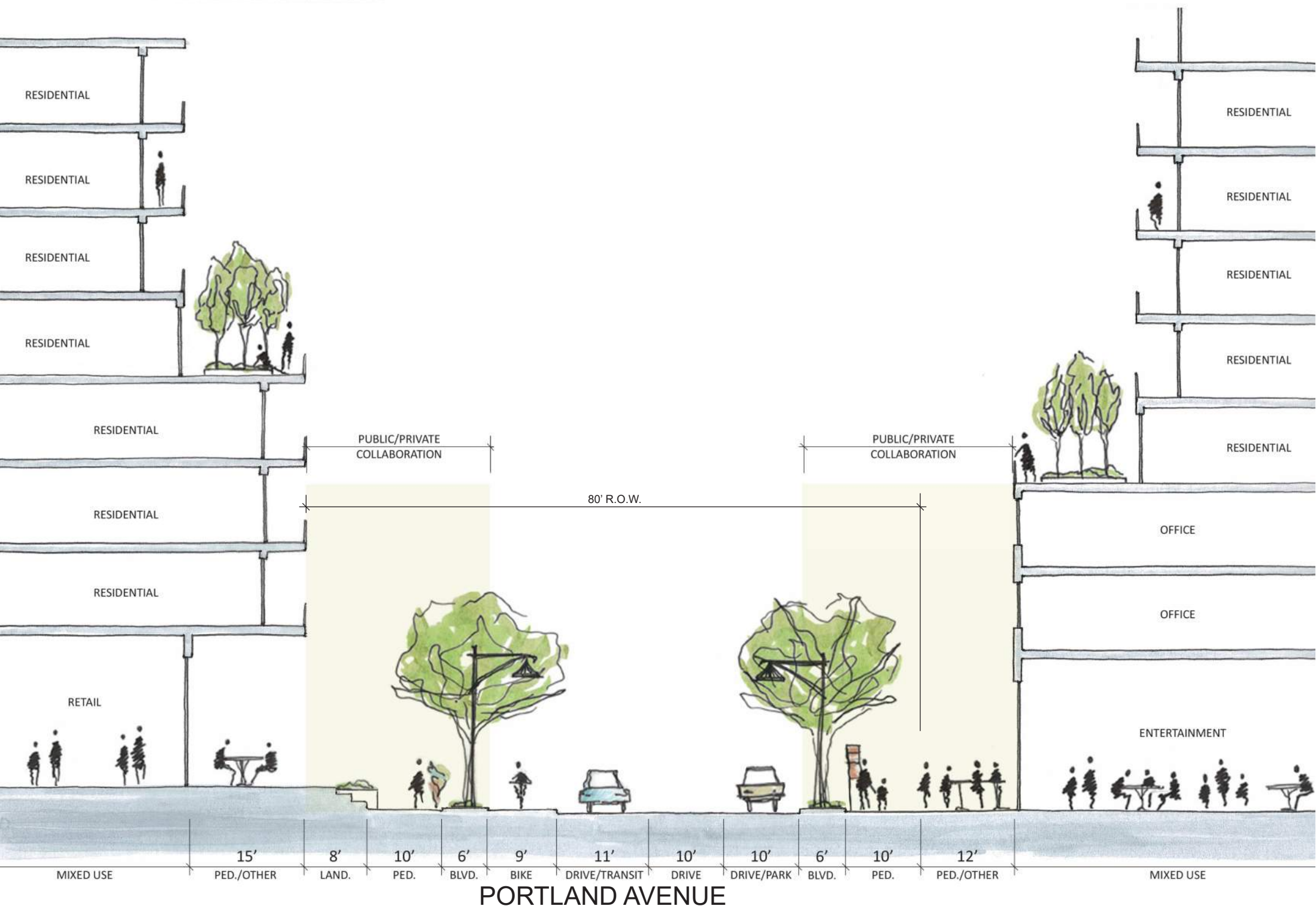
Summary:

This unique zone consists of a mixture of high rise residences and historic brownstones. The large number empty lots allows for many development opportunities.

Guidelines:

- Improve pedestrian experience by widening sidewalks and using plantings as buffers.
- Transition to high-rise mixed-use developments while also preserving the historic urban fabric.
- Establish integrated corridors that connect blocks.
- Create a public realm that ensures the safety, livability, and vitality of pedestrian-oriented neighborhoods.
- Explore more opportunities for neighborhood park spaces.
- Work with HCMC on upgrading pedestrian realm and encourage future pedestrian access at 7th and 8th street.
- Connect to skyway system, while providing clear and frequent access between the skyway and the street.
- Opportunity to develop Centennial Commons as a neighborhood node (see Elliot Park Neighborhood Master Plan).

ZONE 3 - HIGH DENSITY



STREET SECTION

PORTLAND AVE. & S 7TH ST.
ZONE 3 - HIGH DENSITY

This street section shows two examples of potential mixed use developments on Sites 6 & 7 (see Opportunity Sites Map) on Portland Avenue between South 6th and 7th Streets. These types of buildings help support the Intersections 2025 goal of doubling downtown’s residential population, and simultaneously provides retail and entertainment.

Developers should collaborate with the City and County to improve the public realm between the curb and building face. Sidewalks should be 6’ - 8’ wide minimum, with added “mixed” pedestrian zones where additional activity can happen. Raised bike lanes encourage bikers who might not be comfortable with on-street riding. Trees and boulevard plantings give pedestrians security from traffic, reduce sound, and beautify the streetscape.

ZONE 4 - MEDIUM DENSITY



Guidelines:

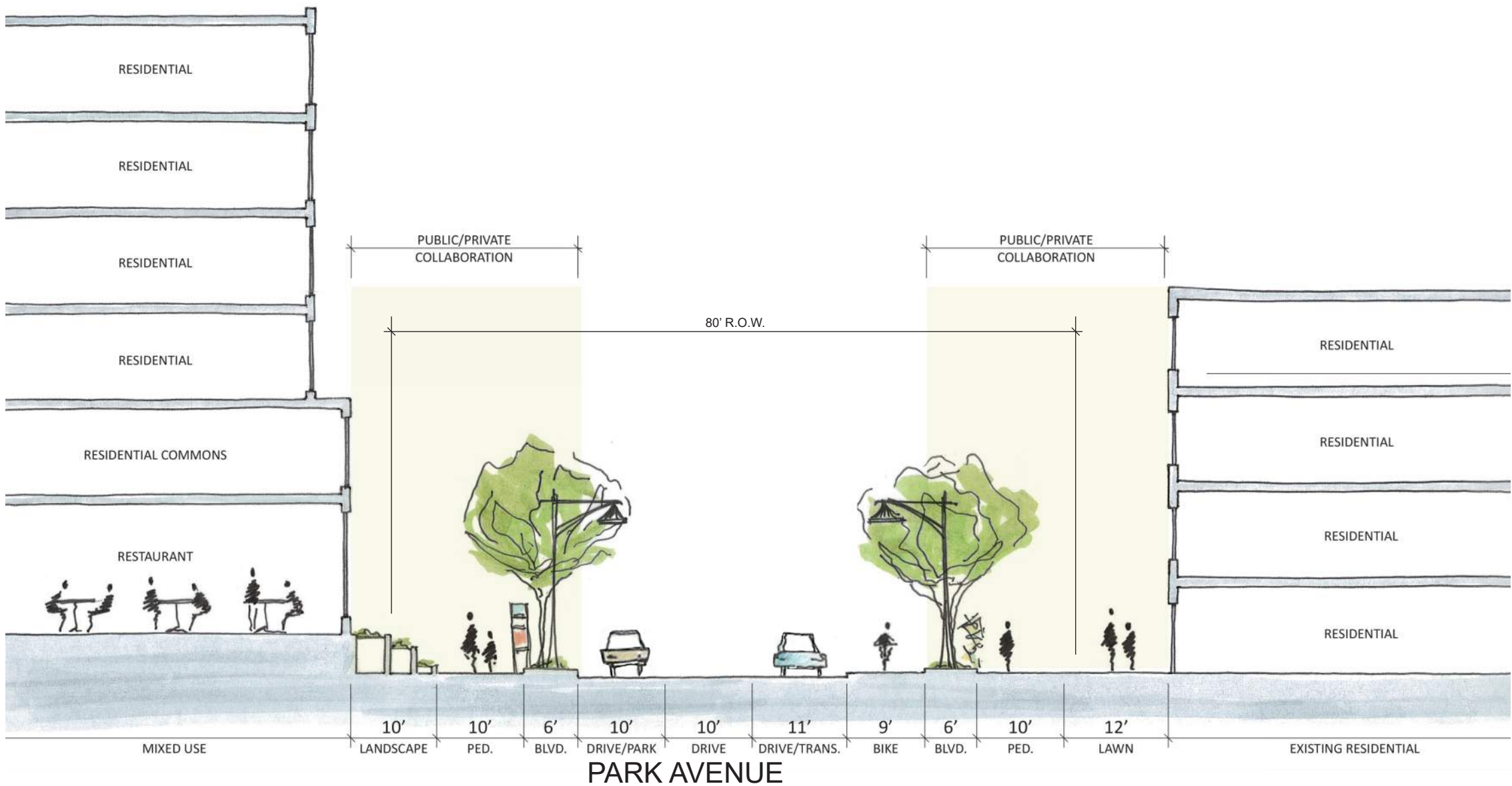
- Foster a more livable community through focus on the pedestrian experience, public open spaces, and the scale and character of new developments.
- Encourage diversity through mixed-income housing and mixed demographics.
- Maintain historic fabric through preservation, adaptive re-use, and infill development at opportunity sites.
- Increase bus services and provide better bus shelters.
- New development should respect scale, height and rhythm of historic surroundings.
- Residential use strongly encouraged with some neighborhood commercial mixed in.



Summary:

The character of this zone consists of one and two story residences. Park Avenue has some small commercial buildings as well as a 19 story high rise owned by the Minneapolis Public Housing Authority.

ZONE 4 - MEDIUM DENSITY



STREET SECTION

PARK AVE. & E 14TH ST.
ZONE 4 - MEDIUM DENSITY

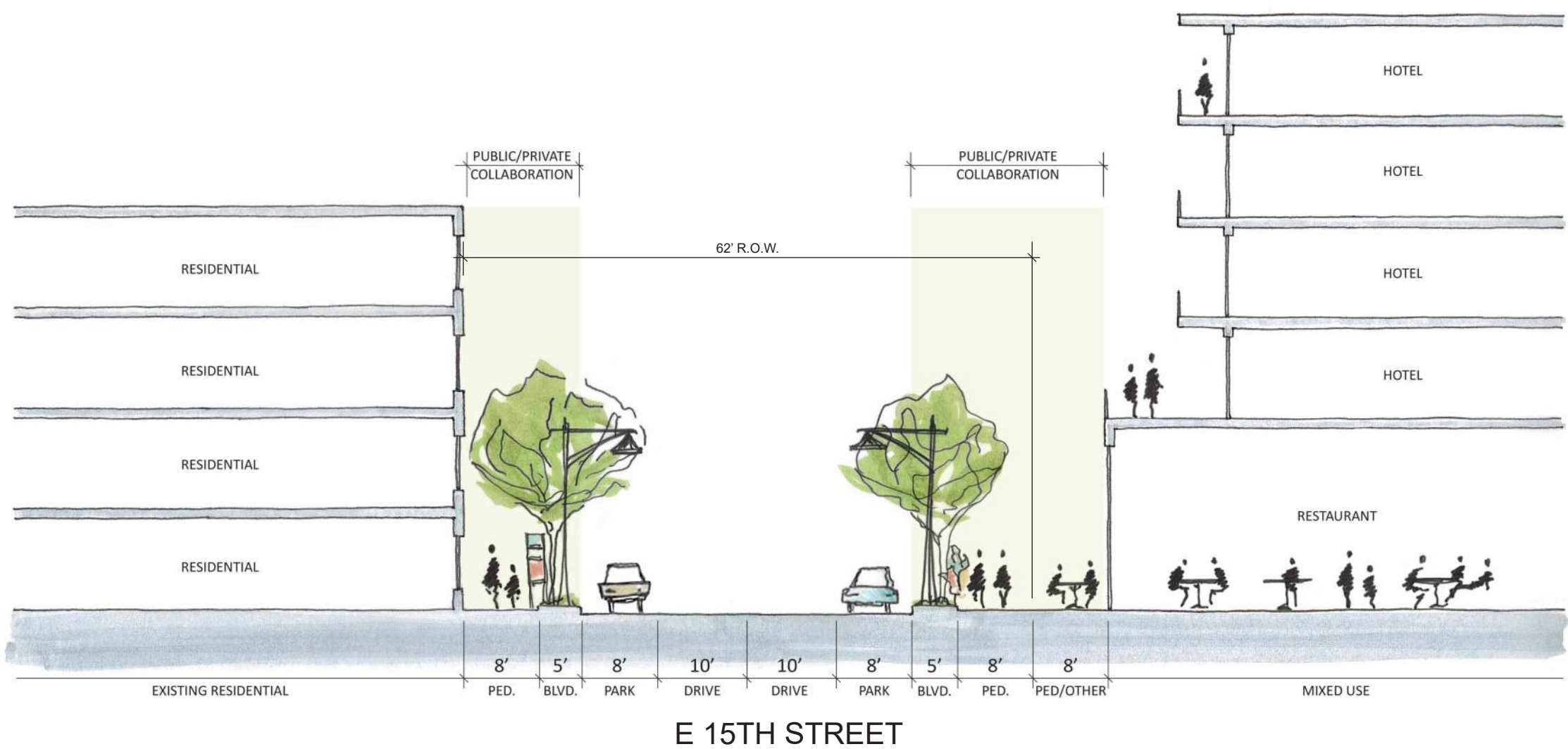
The upcoming development of 1400 Park (shown) introduces a mixed use program into a mostly residential area of Elliot Park. In addition to adding 240 apartment units to the neighborhood, the retail component adds vibrancy and activity. A landscape buffer, widened sidewalk, and boulevard plantings enhance the surrounding residential context and give pedestrians a sense of comfort and safety. The addition of a bike lane on Park Avenue would help connect residents with nearby amenities and additional transit and bike trails.

ZONE 4 - MEDIUM DENSITY

STREET SECTION

E 15TH ST. & CHICAGO AVE.
ZONE 4 - MEDIUM DENSITY

Shown here is a cut through East 15th Street looking west. The site to the right (north) of 15th presents a great opportunity for additional residential or institutional development. Providing ample space for sidewalk and boulevards gives pedestrians a sense of security, and 10' drive lanes with parallel parking on both sides gives cars enough width to travel, but keeps speeds reasonable and traffic noise down for residents.



AREA PRECEDENT



American Academy of Neurology



Village Green Apartments Walk-ups



Nice Ride, The Commons Park Station



The Horn Monument - US bank Stadium Plaza



Grant Park Townhomes



Village Green Apartments

LEGEND

Recently Completed

In Construction

Proposed

Approved by City

Opportunity Sites

Opportunity to restore street grid

LRT Blue Line

LRT Green Line

LRT Station



OPPORTUNITY SITES

ZONE 1 – MILL DISTRICT

Most of the opportunity sites in the Mill District have already been capitalized on, with two additional projects upcoming.

ZONE 2 – THE COMMONS

Though this area is already teeming with development, there are some prime opportunity sites available.

ZONE 3 – HIGH DENSITY

There are several opportunity sites here, including “Centennial Commons,” a site at the geographic center of Elliot Park that has been a topic of discussions in several masterplanning efforts (#16A & #16B). Site #5 is another extraordinary opportunity, as the entire city block there is currently covered with surface parking and nothing else.

ZONE 4 – MEDIUM DENSITY

There is some opportunity for development in this medium-density zone of Elliot Park. Multi-family residential and mixed-use developments would be particularly well suited for this primarily residential area.



SITE 1

240 Portland Ave. S
Owner: 500 South Third St. Prop. LLC
Surface parking 0.5 acres
B4S-2 Downtown Service District



SITE 2

240 Park Ave. S
Owner: 240 Park Ave S LLC
Surface parking 0.75 acres
B4N Downtown Neighborhood District



SITE 3

811 3rd St. S
Owner: 820 Morris TPKE
Surface parking 0.66 acres
B4N - Downtown Neighborhood District



SITE 4

619 5th St. S (2.51 Acres)
Owner: Hennepin County
County Building
B4N - Downtown Neighborhood District



SITE 5

530 Chicago Ave. (2.38 Acres)
Owner: Hennepin County
Vikings Longhouse + Hennepin County Medical Examiner
B4N - Downtown Neighborhood District



SITE 6

501 6th St. S (0.54 Acres)
Owner: Thrivent Financial
Surface Parking - Thrivent East Lot #202
B4S - Downtown Service District



SITE 7

600 Portland Ave S (0.11 Acres)
Owner: Hennepin County
Surface Parking
B4N - Downtown Neighborhood District



SITE 8

501 7th St. S (0.63 Acres)
Owner: Thrivent Financial
Surface Parking - Thrivent Smith Lot #201
B4N - Downtown Neighborhood District



SITE 9

729 Portland Ave. S (0.22 Acres)
Owner: 1103 Properties LLC
Surface Parking
B4N - Downtown Neighborhood District



SITE 10

813 Portland Ave S. (1.14 Acres)
Owner: Norwest Properties Inc.
Wells Fargo Bank + Drive Through
B4N - Downtown Neighborhood District



SITE 11

812 9th St S. (1.18 Acres)
Owner: HCMC
HCMC Parking Ramp
B4N - Downtown Neighborhood District



SITE 12

519 9th Street S. #1 (0.4 Acres)
Owner: Roe V reinberg & Zhen Zhang
Good Year Smith Bros. Service Inc.
B4N - Downtown Neighborhood District



SITE 13

903 5th Ave S (0.59 Acres)
 Owner: Kensington Investments LII LLC
 Surface Parking - Kingston Lot #183
 B4N - Downtown Neighborhood District



SITE 14

620 S 10th S (0.62 Acres)
 Owner: Hennepin Healthcare System
 HCMC - AOSC Project Office
 B4N - Downtown Neighborhood District



SITE 15

708 10th St. S (0.42 Acres)
 Owner: Plumbers Local No 15
 Plumbers Union Building
 B4N - Downtown Neighborhood District



SITE 16A (CENTENNIAL COMMONS)

718 10th St. S (0.15 Acres)
 Owner: Aires LLC
 Single Family Homes + Surface Parking
 B4N - Downtown Neighborhood District



SITE 16B (CENTENNIAL COMMONS)

901 Centennial PL (0.73 Acres)
 Owner: Centennial Place Properties
 Surface Parking
 C - Neighborhood Commercial District



SITE 17

1011 Portland Ave S (0.29 Acres)
 Owner: PDJ LLC
 Surface Parking Lot 0.29 acres
 R6 - Multiple Family District



SITE 18

608 14th St E (0.12 Acres)
Owner: DPD Investments LLC
Surface Parking + Ziebart
OR2 - High Density Office Residence District



SITE 19

720 15th S E (0.14 Acres)
Owner: North Central University
Not occupied
C1 - Neighborhood Commercial District



SITE 20

1401 Chicago Ave S (0.41 Acres)
Owner: North Central University
Surface Parking Lot
OR3 - Institutional Office Residence District



SITE 21

628 16th St. E (0.23 Acres)
Owner: Minnesota Teen Challenge Inc
Surface Parking Lot
R6 - Multiple Family District



SITE 22

1600 Chicago Ave S. (0.25 Acres)
Owner: Mcknight Market Property LLC
Elliot Park Grocery + Parking Lot
C1 - Neighborhood Commercial District



SITE 23

1619 Chicago Ave S. (0.32 Acres)
Owner: Belawski Brothers
Alex Used Car + Parking Lot
C1 - Neighborhood Commercial District



SITE 24

511 11th Ave S (5.24 Acres)
 Owner: Timeshare System LLC
 Surface Parking + Minnesota Sports Facilities Authority
 B4N - Downtown Neighborhood District



SITE 25

1100 7th St. S (0.13 Acres)
 Owner: N C D A Evans Free Ch Et Al
 Surface Parking
 B4N - Downtown Neighborhood District



SITE 26

609 12th Ave S (1.75 Acres)
 Owner: Elliot Park Farm LLC
 Surface Parking
 B4N - Downtown Neighborhood District



SITE 27

1121 7th St. S (0.70 Acres Site 27 added with Site 28)
 Owner: Bethlehem Baptist Church Of Minneapolis
 Surface Parking
 B4N - Downtown Neighborhood District



SITE 28

1205 7th St. S (0.21 Acres)
 Owner: George A Wright Et Al
 Surface Parking
 B4N - Downtown Neighborhood District



SITE 29

1015 7th St S (1.16 Acres)
 Owner: Hennepin Faculty Associates
 Surface Parking
 B4N - Downtown Neighborhood District



SITE 30

1104 8th St. S (0.11 Acres)

Owner: Bethesda Missionary Baptist Church

Current Use

B4N - Downtown Neighborhood District



SITE 31

1206 8th St. S (0.21 Acres)

Owner: Bethlehem Baptist Church

Surface Parking

B4N - Downtown Neighborhood District

RESOURCES

Intersections: Downtown 2025 Plan

Elliot Park Neighborhood Master Plan

A Developers Guide to Transit Orientated Development (TOD)

Portland Avenue Residential Corridor Public Realm Vision Study

Major Development Projects in Downtown Minneapolis

Downtown Public Realm Framework

East Downtown Pedestrian Realm Augmentation Study

Downtown East: The Next Generation

Park and Portland Study Area

Elliot Park Urban Design Guidelines: The Centennial Commons

2013 The Loring Park Master Plan

DEEP 2100

A Guide for Future Residential Development in Elliot Park Neighborhood

Minneapolis East Downtown Parking Lot Study

Downtown East & Elliot Park: Economic Development and Redevelopment Analysis