

MAKING THE CONNECTION: MIDTOWN GREENWAY TO LAKE STREET

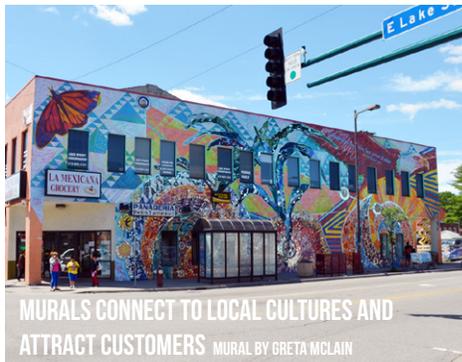
MAY 2016



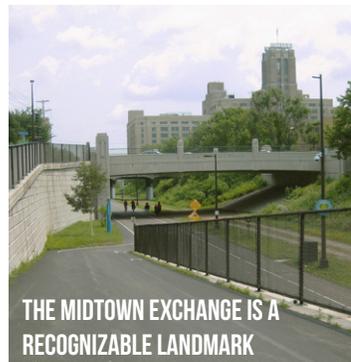
DESIGN EXPERIMENT: SITE AMENITIES, WAYFINDING, AND ACTIVITIES AT CEPRO, NEAR THE MIDTOWN GLOBAL MARKET



RECENT GREENWAY DEVELOPMENT HIGHLIGHTS THE OPPORTUNITY



MURALS CONNECT TO LOCAL CULTURES AND ATTRACT CUSTOMERS MURAL BY GRETA MCLAIN



THE MIDTOWN EXCHANGE IS A RECOGNIZABLE LANDMARK



OUTREACH AT COMMUNITY

HOW TO ENSURE SUCCESS ALONG THE GREENWAY/LAKE STREET CORRIDOR

Two decades ago, the Midtown Greenway was a derelict railroad trench. Now, each year people take more than a million trips on this unique, almost car-free trail connecting the Mississippi River and the Chain of Lakes. The success of this “green infrastructure” has encouraged commercial development and thousands of new housing units to sprout along the Greenway — and in the process, helped to enhance the tax base, one of the key goals of Hennepin County’s Community Works initiative. This newer development adds to the host of other destinations near the Greenway’s 5.5-mile route, including Lake Street’s thriving commercial districts. Nevertheless, significant physical and cultural barriers stand in the way of many people who might want to exit the Greenway, or gain access to it.

These missed connections present challenges to the Greenway’s effectiveness as a transportation route and neighborhood asset. Recently they were the focus of extensive research and community outreach by the Midtown Community Works partners: Hennepin County, the City of Minneapolis, the Midtown Greenway Coalition and the Lake Street Council.



CONNECTING TO THE TRANSPORTATION NETWORK

Greenway entrances are hard to find and gaps in bike- and pedestrian-friendly routes to and from the Greenway make navigation challenging. Additional bike lanes and visual cues will improve connections making the Greenway easier to access. Bike-friendly business initiatives, such as bike parking and discounts, will reinforce that welcome.



PART OF THE NEIGHBORHOOD

Residents of adjacent neighborhoods, particularly people of color, are underrepresented in today’s mix of Greenway users. Quality public spaces with attractive amenities at key locations will draw new users, while arts and cultural activities hosted by community partners will contribute to neighborhood identity and make everyone feel welcome.

This plan is informed by an in-depth understanding of these challenges and grounded in feedback from Greenway commuters, recreational users, underserved populations in the Midtown corridor, local business owners and a variety of other stakeholders consulted during the summer and fall of 2015. It outlines an array of recommendations and emphasizes new approaches to partnerships, diverse funding sources, and “lighter, quicker, cheaper” design solutions.

The engagement process revealed tremendous opportunities to forge new connections to and from the Midtown Greenway, and strengthen existing ones. If we tap that potential, the success of this premier urban amenity can grow to better serve nearby residents and businesses. Equally important — as the county looks to wrap up the Midtown Community Works program — its success over the next 20 years can be ensured as well.



GETTING TO KEY DESTINATIONS

Greenway users often report being disoriented to their surroundings, especially in the areas below street level. A wayfinding system throughout the Greenway will help people know where they are going, and orient visitors to destinations, bikeways, and community spaces. This system will include signage, map kiosks, and highly visible markers in a consistent color.



BICYCLIST AND PEDESTRIAN SAFETY

Survey respondents felt that many connections between Lake Street and the Greenway seem unsafe. This creates barriers for those who wish to access nearby destinations. Solutions proposed include upgraded crosswalks (painting and/or flashing lights), traffic calming and signal adjustments, vegetation management to increase visibility and safety, and new streetscaping with improved lighting.

EXAMPLE DESIGN TREATMENTS



Connecting to the Transportation Network



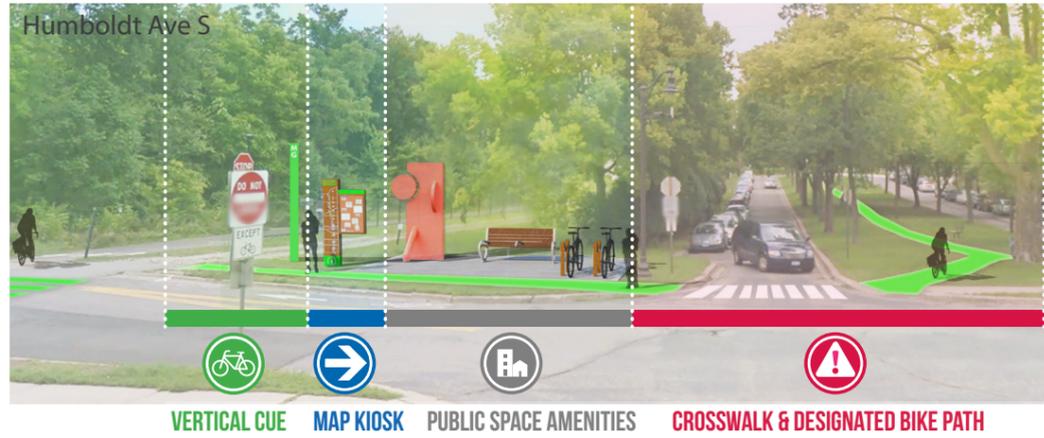
Getting to Key Destinations



Part of the Neighborhood



Bicyclist and Pedestrian Safety



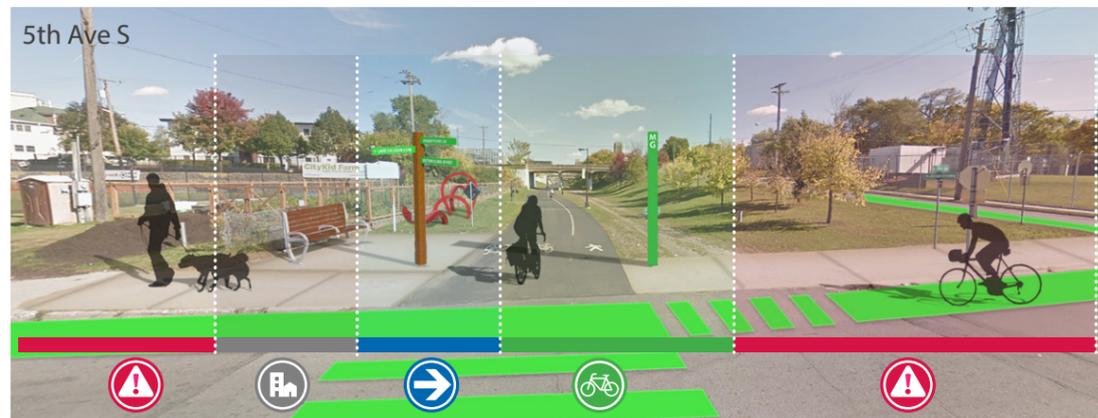
VERTICAL CUE MAP KIOSK PUBLIC SPACE AMENITIES CROSSWALK & DESIGNATED BIKE PATH



VERTICAL CUE MANAGE VEGETATION TO OPEN VIEWS



BRIDGE & FENCE PROVIDE AN OPPORTUNITY FOR PLACEMAKING DIRECTIONAL SIGNAGE VERTICAL CUE, IMPROVED STREET-SCAPE & VEGETATION MANAGEMENT CROSSWALK & BIKE PATH



EXTEND SIDEWALK & BIKE LANE PUBLIC SPACE AMENITIES DIRECTIONAL SIGNAGE VERTICAL CUE CROSSWALK & DESIGNATED BIKE PATH



DIRECTIONAL SIGNAGE PUBLIC SPACE AMENITIES VERTICAL CUE



VERTICAL CUE CROSSWALK & DESIGNATED BIKE PATH DIRECTIONAL SIGNAGE

RECOMMENDATION HIGHLIGHTS

For more detail, visit www.hennepin.us/midtown.



- Connection to key commercial / cultural destination
- Business district
- Access point
- Midtown Greenway
- Existing on-street bikeway
- Planned on-street bikeway
- Lake Street
- Existing off-street bikeway
- Planned off-street bikeway

LISTENING TO THE COMMUNITY

2015 OUTREACH EFFORTS

21 interviews with local businesses

4 focus groups with underrepresented communities, total of 44 people attending

6 small groups/workshops with 119 people

6 community meetings with 154 people attending

5 community events with 282 people

610 people surveyed online and at 5 public opportunities along the Greenway

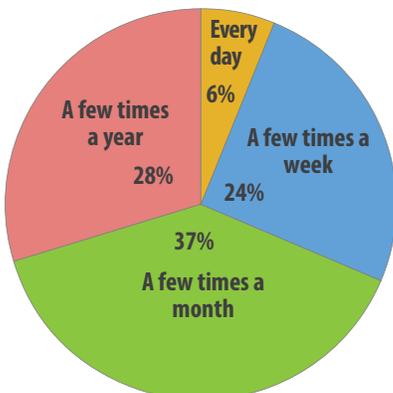


CHALLENGES AND OPPORTUNITIES

WHICH IMPROVEMENTS WOULD BETTER CONNECT YOU TO DESTINATIONS FROM THE GREENWAY?

	Very Helpful	Somewhat Helpful	Not Helpful
Map kiosks at entrances/exits	62%	34%	4%
Graphics along pathway to/from destinations	54%	39%	6%
Tall visible elements at exit/entrance points and near destinations	50%	45%	5%
Gateways that make entrances more visible	43%	48%	9%

HOW OFTEN DO PEOPLE USE THE GREENWAY TO GO TO LAKE STREET?



WHAT WE HEARD FROM PEOPLE OF COLOR

- The Greenway doesn't seem like it's for me and my family
- Images and art from my cultural community would make me feel more comfortable
- The Greenway doesn't feel like a safe place for me to go, I don't feel welcome or protected there
- Programs/activities to connect diverse communities to the Greenway would encourage more use

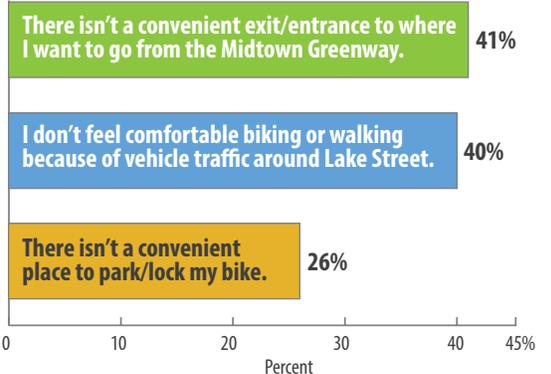
WHAT BUSINESS OWNERS SAID

- Nearly all businesses thought it would help to be better connected to the Greenway.
- 3 out of 4 want to attract more bicyclists to their business and were interested in promotions for those customers
- 73% were willing to participate in the city's cost-share bike parking program

INFLUENCE OF DESIGN EXPERIMENTS

- 77% of people surveyed felt the design experiments had a positive impact on their Greenway experience
- Encouraged 1 in 4 people surveyed to change their route or destination

WHAT PREVENTS YOU FROM GOING TO A LAKE STREET BUSINESS OR NEARBY CULTURAL DESTINATION?



DEMOGRAPHICS OF SURVEY RESPONDENTS

Answer Choices	Response Percent
American Indian/Native American	3.8%
Asian/Pacific Islander	3.3%
Black/African American	8.2%
East/West African	1.6%
Hispanic/Latino	2.7%
Multiracial	4.1%
White/Caucasian	82.2%
Other	3.2%

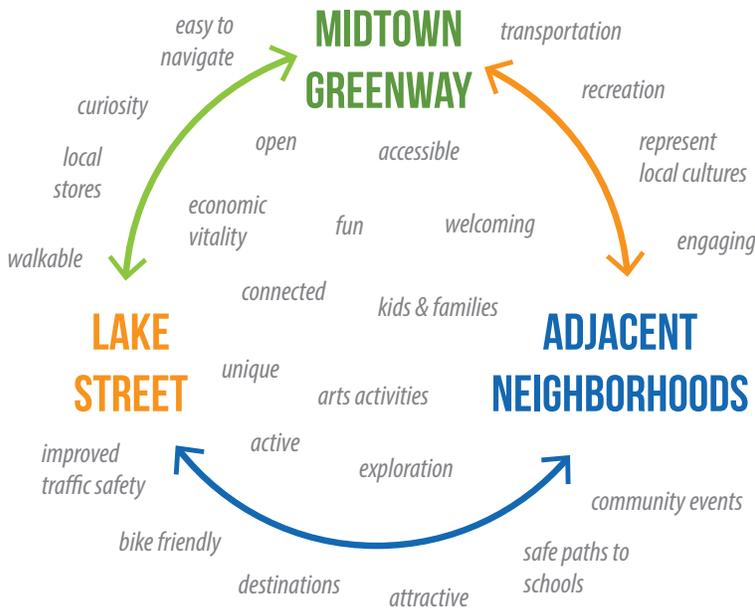
NEXT STEPS

IMPLEMENTING THE PLAN

Continued participation from all of the Community Works partners—including neighborhood and community organizations along the Greenway—is essential as we seek to implement the improvements outlined in this plan. Together we will follow up on existing opportunities and identify new ones, build new partnerships, and seek funding from organizations that may support many solutions in the plan. Examples of potential funding sources appear in the chart at right.

Visit www.hennepin.us/midtown to sign up for project updates, view supporting documents, and learn more about the “Making the Connections” plan.

WHAT'S IN IT FOR THE COMMUNITY?



HOW MUCH IS NEEDED AND WHO COULD HELP SUPPORT LOCAL GOVERNMENT IN FUNDING THESE PROJECTS?



\$225,000

CONNECTING TO THE TRANSPORTATION NETWORK

- State and Federal transportation grants
- Minnesota Department of Natural Resources (DNR)
- Local and national bike advocacy groups



\$700,000

PART OF THE NEIGHBORHOOD

- National and local arts grants
- Neighborhood enhancement grants
- Public and private placemaking grants



\$350,000

GETTING TO KEY DESTINATIONS

- State of Minnesota legacy grants
- Federal and regional trail grants
- Minnesota DNR Grants



\$495,000

BICYCLIST AND PEDESTRIAN SAFETY

- Federal Highway Safety Grants
- Safe Routes to School
- State Transportation Safety Grants

COMMENTS AND QUESTIONS

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MIDTOWN COMMUNITY WORKS PARTNERS



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