MINNEAPOLIS/ST. PAUL
TOWERSIDE
WHERE DID WE START?

370 acres of underutilized industrial land

One new LRT line with 3 stations in the district.

Located midway between the downtowns of Minneapolis and St. Paul.

Adjacent to the University of Minnesota and the historic Prospect Park neighborhood.
WHAT HAVE WE ACCOMPLISHED SO FAR?

27 New Projects

$1 Billion in New Investment

100’s of New Jobs

3700 Housing Units--Market Rate and Affordable

New Green Street and Green Space
HOW DID WE DO IT?

District-thinking

Public-private partnership

Focus on setting the table for development

LRT investment followed by other infrastructure projects like stormwater management, green streets, parks.

Be patient--great places TAKE TIME!
TOWERSIDE: EQUITY • DIVERSITY • OPPORTUNITY

1. BE INTENTIONAL
   - Diverse Board
   - Desegregate
   - Look Beyond Boundaries
   - Let's Invite (Not Allow)
   - Small Business Diversity
   - Pop-ups/Incubators

2. HOUSING
   - Affordable — and Keep It
   - Density
   - Inclusionary Zoning
   - Education
   - Sustainability
   - Food
   - Green Space
   - Integrate into Comp Plan

3. RACIAL DIVERSITY
   - More People at the Table
   - Glendale Residents
   - Public Art
   - Engage People on the Train
   - Go to Where People Are

- One Developer vs Multiple Partners
- How Do We Engage People Not Yet Here
- Make it Here — How, Who…?

GOVERNANCE:
- Metrics Essential
- Act Now

COMP PLAN
- Equitable Development Scorecard
- Contract
- Insist on Minority Partners

INSPIRE WORKFACES TO INVITE, ENCOURAGE DIVERSITY
- No Shortage of Black Talent — Engage Them

FAMILY HOUSING
- Green Space Vital
- Family Housing
- Small Business Diversity
- Pop-ups/Incubators

WELCOME
- Come on in!
- Community Land Trust

“WE'RE ALL PART OF A FAMILY WITH COMMON PURPOSE” RON SIMS

Act NOW

CAPTURED BY A VISUAL SPARK
2013
- Community Planning Work
- Public-Private Partnership Formed
- Green Line LRT Opens
- Surly's Destination Brewery Facility Opens
- Healthy Community Guide Created
- Restorative Development Guide Created

2014
- District Stormwater Phase 1
- District Energy Feasibility
- Dual City Innovation District Resolutions

2015
- District Guidelines for Development
- District Parking Feasibility
- District Entity Formation
- Green 4th St Reconstruction

2018
- District Framework for Implementation
- Innovation District Policies included in Comprehensive Plans
- District Stormwater Phase 2
- Saint Paul Green Space
- Minneapolis Green Space
- Bridal Veil Regional Trail

2019
- Green 4th Street Enhancements
- District Energy Phase I

2020
- Greenway across University Ave
- Street Grid Expanded
- Existing Park Improvements

2021
- Integrated Utility Hub

2022+
- EcoDistricts Certified
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