



NūLoop Partners Membership Meeting
Tuesday, March 19, 2019, 5:00-6:30 p.m.
HGA, Ford Center, 420 North 5th Street, Gallery 2 Conference Room

Membership Meeting Notes

1. Call to Order

Chair Nick Koch welcomed everyone to the last winter meeting of NūLoop Partners noting that it's just days away from the Minnesota Twins Opening Day on March 28th. He announced there are a lot of special guests joining us today and the agenda is action packed. Then everyone was asked to introduce themselves:

Nancy Aleksuk, Swervo Development Corporation
Kathleen Anderson, Mill District resident
Steve Cramer, Minneapolis Downtown Council
Alice Eicholz, North Loop Neighborhood Association, Planning and Zoning
Tod Elkins, UrbanWorks Architecture
David Frank, City of Minneapolis
Michael Greif, Metro Transit, Transit Oriented Development
George Holden, Holden Properties
Tricia Holden, Holden Properties
Denise Holt, ICF Next, DMNA Land Use Committee
Mark Huting, North Loop Neighborhood Association
Gary Ingle, Sunrise Banks
Barbara Johnson, former Minneapolis City Council President
Josh Katan, Minneapolis United Soccer Club
Dan Kenney, Minnesota Ballpark Authority
Clair Huffaker, Snow Kreilich Architects
Rick Kreuser, City of Minneapolis Public Works, North Loop resident
Sherman Malkerson, The C. Chase Company
Stephanie Malmberg, City of Minneapolis Public Works
Peter McLaughlin, former Hennepin County Commissioner
Maureen Michalski, Schafer Richardson
Bob Pfefferle, Hines Development
Dave St. Peter, Minnesota Twins
Tim Steinbeck, Great River Energy HERC Services
Carletta Sweet, DMNA, ETBP, NūLoop Partners Staff
Heather Worthington, Minneapolis CPED

2. Executive Director's Report

Executive Director Dan Collison welcomed everyone on this extraordinarily pleasant day and acknowledged the following sponsors that support NūLoop Partners, many of which have done so since its inception:

Be The Match
CenterPoint Energy
Clearway Energy
Downtown Minneapolis Neighborhood Association
Fulton Beer
Great River Energy

HGA Architects and Engineers
Hines
ICF Next
Lee & Associates
Mayo Clinic
Minneapolis Downtown Council
Minnesota Lynx
Minnesota Timberwolves
Minnesota Twins
North Loop Neighborhood Association
Number 12 Cider
Schafer Richardson
Swervo Development Corporation
Target Corporation
United Properties
Xcel Energy

Then he reported on the following activities:

- a. **ABC Ramp Security Update.** Collison extended thanks to Nancy Aleksuk who serves on the Budget and Operations Committee of the Minneapolis Downtown Improvement District for organizing the formation of the NūLoop Business and Property Owners Consortium to address, among other issues, employee safety in the parking ramps.

The NBPOC, which meets bimonthly, received information from Tim Drew, the City's Parking System Manager, Lisa Austin, MnDOT's ABC Ramp Project Coordinator, and Sgt. Grant Snyder, head of the MPD's Homelessness and Vulnerable Populations Initiative, on what enhancements have been made to the ramps to make them safer and more customer-centric (reference 2 pages of bullet points in Collison's report).

b. **New Development and Business Transitions**

- Steve Cramer, President & CEO of the Minneapolis Downtown Council, hosted their 63rd annual meeting on Wednesday, February 13th (<https://www.mplsdowntown.com/mpls-downtown-council-holds-successful-memorable-annual-meeting/>). The big news is the downtown population is almost at 50,000. Last year we welcomed 6,325 new residents, a 14.5% increase, and since 2006 have gained 17,877 residents, a 56% increase.

There are currently 205,653 downtown employees, including 177,053 in the downtown core, and there are currently 6,025 businesses in downtown with a continuing and accelerating rate of migration downtown which the North Loop has been a huge contributor.

- Eric Dayton, who was named one of the world's most promising leaders under the age of 40 by the World Economic Forum, is temporarily closing Askov Finlayson, a men's boutique at 204 North 1st Street, to focus on expanding his own brand merchandise and, for the first time, to include women's apparel (<http://mspmag.com/shop-and-style/askov-finlayson-temporarily-closing/>).
- Wilson & Willy's, the apparel and home goods boutique at 211 Washington Avenue North, is closing its brick-and-mortar and going online at the end of March (<http://mspmag.com/shop-and-style/farewell-wilson-willys/>).
- The Federal Reserve Bank has proposed an 800-stall parking ramp, known as Heritage Landing Parking Ramp, at 24 2nd Avenue North (<http://www.ci.minneapolis.mn.us/www/groups/>

[public/@cped/documents/webcontent/wcmssp-216743.pdf](#)). A presentation on this project will be given at the next NūLoop Partners meeting in May.

- ICF Olson, the public relations agency which provided the pro bono branding for NūLoop Partners, has become ICF Next (<https://www.prnewswire.com/news-releases/icf-launches-icf-next-300782322.html>).

Denise Holt explained their parent company, ICF, is a global consulting company in government, energy, and healthcare and over the years acquired a bunch of technology, communications and marketing firms across the globe. While rebranding 2020 Partners, they simultaneously rebranded themselves to ICF Next.

- Kim Perry of Minnesota Real Estate Dynamics has proposed demolishing an historic building at 310 North 2nd Street and replacing it with a 6-story, mixed-use building with 59 market rate units, 5,000 square feet of ground level retail space, and 3 levels of underground parking (<http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcmssp-217059.pdf>).
- Graze Provisions and Libations, a 2-story food hall at 525 North 3rd Street, is under construction and five of the six kitchen slots have already been taken by local chefs (<http://www.citypages.com/restaurants/new-north-loop-food-hall-is-officially-underway/504861131>).

For more information, visit <http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcmssp-210966.pdf>.

- PowerObjects, the software implementation company that specializes in delivering in Microsoft business applications, has expanded from the two floors in the SoHo Building into the 8th floor of the TractorWorks Building (<https://www.bizjournals.com/twincities/news/2018/12/26/cool-offices-powerobjects-new-north-loop-home.html>).
- United Properties wins appeal to build a porte-cochère and sky-high sign for its 37-story Gateway tower at Hennepin and Washington Avenues (<https://www.bizjournals.com/twincities/news/2019/01/10/united-properties-wins-appeals-in-effort-to-build.html>).
- A 10-story, 84-unit, timber-frame condominium building known as “TMBR” has been proposed for 100 3rd Avenue North by Colin Oglesbay of Dwyer/Oglesbay Architects and Todd Simning of Kroiss Development (<https://northloop.org/tmbr-taps-condo-demand-north-loop/>).
- WeWork has added another Twin Cities location, 60,000 square feet in The Nordic, a 10-story mixed-use tower United Properties is building at 729 Washington Ave (<https://www.uproperties.com/wework-signs-lease-at-united-properties-the-nordic-building/>).

Gordy Stofer, VP of Office Development at United Properties and Steering Committee member of NūLoop Partners, has invited us to meet and tour their new facility at an upcoming general meeting.

- CVS Pharmacy will be closing its 13,500 square foot store at 1110 Hennepin Avenue (<https://www.bizjournals.com/twincities/news/2019/03/06/cvs-closing-four-twin-cities-locations-including.html>).
- Lululemon, a Canadian athletic women’s apparel retailer, is setting up shop in the North Loop (<https://www.bizjournals.com/twincities/news/2019/02/19/lululemon-will-open-store-in-the-north-loop.html>).

- The Minnesota Orchestra acquires the 350-seat Lab Theatre next door to its space in the North Loop (<https://www.mprnews.org/story/2019/02/06/minnesota-opera-aims-to-protect-develop-artistic-space-with-purchase-of-lab-theater>).
- Anytime Fitness sibling, Basecamp Fitness, will open first Minnesota location on the ground floor of Maverick Apartments in the North Loop (<https://flipboard.com/topic/fitness/anytime-fitness-sibling-will-open-first-minnesota-location-in-the-north-loop/f-4dfdb9b40d%2Fbizjournals.com>).

c. **2019 NCAA Final Four.** Kate Mortenson, President & CEO of the Minneapolis Final Four Local Organizing Committee (<https://www.linkedin.com/in/kate-mortenson-1367313>) and her team have been doing a lot of engagement, particularly with businesses, in the downtown community. There will be no impact, such as street closures, on the North Loop area, but there will be some great programming beginning Friday, April 5th with 4 days of 'Tip-Off Tailgate' festivities including a Ferris wheel along Nicollet between 8th and 12th Streets (<https://www.ncaa.com/final-four>).

d. **Brand Transition and Communication Plan.** The live website is (<https://www.nulooppartners.org/>), in the words of the MDC about the Nicollet Mall project (<https://www.minnpost.com/politicspolicy/2017/08/no-really-say-minneapolis-officials-new-nicollet-mall-track-be-finished-nove/>), substantially complete. They still have to refine the blog and populate it with new content; it will continue to be treated as a work in progress. Collison then guided the audience through its features and content which includes some historic documents with relevancy to the growth edge of the North Loop.

3. Schafer Richardson North Loop Development Projects

Maureen Michalski, Director of Development (<http://sr-re.com/cmt-management-team/maureen-michalski/>), provided an overview of this 20+ years organization and its expertise in the North Loop beginning in the 1990s with the acquisition of the Ford Center from United Properties, where the instant meeting was being held.

SR presently owns 7 buildings in the neighborhood and is the largest owner of developable land with almost 300,000 square feet of land holdings. They developed the first condominiums in the neighborhood, Bassett Creek Lofts at 901 North 3rd Street, above the Bassett Creek Business Center. Aerial maps depicted their 13 land holdings and four parcels of developable land.

Michalski then gave an overview of their development projects which included 700 North 5th Street where Number 12 Cider (<https://number12cider.com/>), the newest NūLoop Steering Committee member, is located and where Identifix (<https://www.identifix.com/>), an automotive service provider, has signed a lease that will take up a significant portion of the building. To round out the leasing there, another brewery will be moving in July.

They've been adding to their assets with the recently completed 350-stall parking ramp at 1000 North 3rd Street, and are hoping to start construction this summer on a 139 market rate apartment building with approximately 4,000 square feet of ground level commercial space on a 2.5-acre surface parking lot at 747 North 3rd Street, a/k/a Bassett Creek East. Adjacent to that site, they've been negotiating with the Minneapolis Park and Recreation Board to acquire the 25,000 square foot surface parking lot to build a park that has been discussed for the North Loop since she's been at SR and she's excited to see it coming to fruition. At some time in the future, there will be another development on the vacant parking lot adjacent to the proposed park that is currently serving the adjacent Bassett Creek Business Center.

In addition to their many multifamily developments, affordable housing assets include the 4-story, 44-unit The Cameron Apartments (<https://www.thecameronnorthloop.com/>), the first affordable housing developed in the neighborhood since 2001; and they just received a bond authorization from the Multifamily Housing Program (MHP) for the 6-story, mixed-use, 109-unit The Redwell affordable at 60% Area Median Income apartments at 1000 North 3rd Street; construction is expected to begin

this summer. It's exciting to bring that diversity in housing type that's been lacking into the neighborhood.

4. Royalston Station-Farmers Market Through Lens of Minneapolis 2040

Collison explained because of the imminent construction of the Southwest LRT Green Line Extension (<https://metrocouncil.org/Transportation/Projects/Light-Rail-Projects/Southwest-LRT/Project-Facts.aspx>), the extensive planning and envisioning related to the redevelopment of the Lyndale Farmers Market conducted by public agencies, business and property owners as well as adjacent neighborhood organizations within the district, the Farmer's Market-Royalston Station Development Work Group that NūLoop formed thought it important to receive the City's perspective on how the new comprehensive plan will impact investment for future development.

Heather Worthington, Director of Long Range Planning for Minneapolis CPED, showed an aerial map of the area indicated in the Royalston Transitional Station Area Action Plan (TSAAP) and explained the difference between a Land Use map which was always in their comprehensive plan and the new Built Form map now included in *Minneapolis 2040* (<https://minneapolis2040.com/>) which was passed by the City Council in late 2018 and is now before the Metropolitan Council for approval.

The Land Use map shows the types and intensities of different land uses and generally for this area it's Neighborhood Office and Services (shaded in blue) and Community Mixed Use (shaded in red).

The Built Form map shows what those land uses look like at grade and for this area allows for mostly Transit 30, i.e., up to 30 stories for more flexibility (shaded in dark blue), and a little of Transit 10 on the edge (shaded in light blue).

During the planning process, they looked at some of the design challenges which were significant (<https://www.swlrccommunityworks.org/explore-corridor/stations/royalston-station>):

- It's hemmed in by highways, missing a street grid, and lacks pedestrian connections. Finding a more reliable connection to the North Loop, Bassett Creek Valley, and the West Market District are important goals for the site.
- Better wayfinding will be crucial for navigating throughout the area.
- Changes in ownership will need to be monitored to ensure coordination and potential assembly of parcels.
- Infrastructure investments, at the City level, will need to be prioritized and coordinated carefully with MnDOT and Metro Transit.

The North Loop Small Area Plan (http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/convert_274477.pdf) was another perspective to take into consideration during the planning process. *Minneapolis 2040* clarifies the work of that SAP, resolves industrial use to redevelopment into transit oriented develop, and intentionally calls out the need for a coherent pedestrian connection from the platform to NūLoop and beyond. CPED's role is to monitor ownership changes, infrastructure improvements, and provide better coordination with partners at Metro Transit and MnDOT. Later in the spring they will be conducting a half day workshop to inventory all of the planning the City and other partners have done over the last decade to determine if there are any gaps and additional planning needed for this area.

Other considerations include:

- Policy goals for better connectivity for neighborhoods divided by I-94, i.e.:
 - ❖ Upper Harbor Terminal
 - ❖ Royalston/Farmers Market
 - ❖ Washington LRT stop and Cedar/35W

- ❖ Removal of the freeway viaduct that currently connects North 3rd Street and North 4th Street from 2nd Avenue North to westbound I-94 (see Freeway West at http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/convert_267335.pdf)
- Road diet (roadway reconfiguration) and the value of the land under freeways
- Lids / platforms / decks, especially in concentrated areas of poverty (CAP)
- Freeway remediation; the City is sitting on a fair amount of excess right-of-way that could be utilized for development in the future.

For more information, she can be reached at Heather.Worthington@minneapolismn.gov.

5. Public Works Projects

- a. **2019 Construction in Downtown.** Rick Kreuser, Project Manager, explained he gave this presentation to the Steering Committee and will now give a condensed version. First, while displaying a color-coded aerial map, he briefly described some of the Capital Improvement Projects (<http://www.minneapolismn.gov/cip/>) occurring downtown this year, e.g., 8th Street Reconstruction (<http://www.minneapolismn.gov/cip/currentprojects/WCMSP-200236>).

Then he focused on the full building face to building face **Hennepin Avenue Reconstruction** from Washington Avenue to 12th Street (<https://www.hennepindowntown.com/>) by explaining why it's being done, the project layout and scope, project schedule – the detailed design phase is 60% done heading into 90% by Memorial Day, construction schedule for Utility Phase 1 from 7th to 12th will start after NCAA Final Four, and heavy duty construction will begin in 2020.

Kreuser worked on this when it was last done in 1987 when the Twins won the World Series. Part of the underground sanitary sewer system was built in the 1880s and will need to be rebuilt and the street will be narrowed to add protected bike lanes behind the curb as on Washington Avenue.

Lastly, he described where to go to sign up for weekly updates beginning later this month, and weekly meetings beginning in 2020.

- b. **2019 Construction in the North Loop.** Stephanie Malmberg, Project Engineer, gave an overview of the North Loop Pedestrian Ramp Improvement Project and North Loop Roadway Reconstruction Project, both of which will occur this summer and prior to which she'll hold a preconstruction meeting to provide more updated information.
- **North Loop Pedestrian Ramp Improvement Project** is bounded by the riverfront and I-94, and between 1st and 10th Avenues North. Sixteen intersections (note areas with blue circles) will be upgraded to be ADA compliant with curb ramps and extensions, push button stations, crosswalk flasher system and countdown timers. Construction will occur June through October and Ti-Zack Concrete is the contractor.
 - **North Loop Roadway Reconstruction Project** is comprised of four segments along North 3rd Street for the purpose of improving or replacing aging infrastructure, pedestrian access, and completing the bicycle network gap along North 5th Street. Intersections will be ADA compliant with curb ramps, historical interpretive rail crossings, utility improvements, boulevard trees, signing and striping. Construction will occur May through November and Meyer Construction is the contractor.

6. North Loop Neighborhood Association Update

On behalf of President Tim Bildsoe, Mark Huting, NLNA Board and Planning and Zoning, reported they had well over 200 attendees at their March 12th annual meeting at Muse Event Center, a perfect venue where Muse paid for most of the food. People were interacting, they had tables with

displays related to their neighborhood activities, and they received tremendous feedback on priorities to address, i.e., greening, pedestrian safety, and traffic issues on 3rd Avenue where 394 comes into Washington Avenue.

Three new board members were elected: Mike Binkley, former WCCO news anchor who is now a video producer (<https://www.linkedin.com/in/binkleymike>); Bri Sharkey-Smith, Better Homes and Gardens Real Estate; and Dana Swindler, MartinPatrick3. Incumbents re-elected were Mark Huting and Jackie Peacha. Soon they'll have an annual retreat to discuss lessons learned from the annual meeting and compiling a list of priorities.

7. Special Recognition of Commissioner Peter McLaughlin

Collision announced now is the time to bring honor and recognition to an incredibly special leader who has created the foundation for what NūLoop Partners has become over the years and has left an indelible mark on Hennepin County and the City of Minneapolis. Then the following special guests paid tribute to McLaughlin:

- a. **Barbara Johnson**, former Ward 4 City Council Member, advised her relationship with McLaughlin goes back to when they served on the Neighborhood Revitalization Program Policy Board where he took what was a fractious relationship between the City and the Hennepin County Board and changed that dynamic. It was important for the City to be a partner with the County and the leadership he provided, not just in our community and region but also in the state, was translated into different things that have benefited our city, i.e.: the development of Target Field; investment in HERC [Hennepin Energy Recovery Center] that allows for district heating in this community; the merging of the library systems where he provided as part of the legislation monies for youth sports programs and extended library hours. She has always counted on him as being a supporter of and partner with the city, e.g., when there were issues with downtown safety, on planning and reconstructing our county road system. McLaughlin has been a leader in establishing relationships that make government work.
- b. **Steve Cramer**, President & CEO of Minneapolis Downtown Council, advised his relationship also goes back a ways when he was an intern for McLaughlin who was the Research Director at the Urban Coalition of Minneapolis and Cramer was a freshly minted graduate student of the Humphrey Institute. Reflecting on the remarkable North Loop, Schafer Richardson's footprint in the North Loop, and the exciting time that Huting expressed earlier about being a resident of North Loop, he's well aware that this doesn't happen without catalytic projects and investments and McLaughlin was the master of public-private partnerships as was the case in bringing Target Field Station to fruition. We all know what role he played in nurturing along the multimodal transit system we're now enjoying and soon will be expanding. This project epitomizes what an extraordinary public servant can do, i.e., discern the difference between hallucination and a vision that can come to past. An extraordinary public servant can not only make that distinction, but sticks with the vision, helps make it happen through the really difficult times, and helps set the stage for the additional private investment that is now spreading out from this wonderful Target Field Station nexus. There aren't that many people who can do that and McLaughlin has demonstrated time and time again his ability to do so. McLaughlin has left his mark on this area and I thank him for all he's done!
- c. **David St. Peter**, President & CEO of Minnesota Twins, advised we all in the room know that the ballpark debate went on far too long without a workable solution, but at the end of the day the main reason it passed the legislature was because of at least four people who were willing to step up and fill a leadership role and in many ways put their political career on the line; McLaughlin played a huge role in making the legislation better. Target Field is one of the most responsible public-private stadium deals that has been done and is something for which this community can be proud. It hasn't been given enough credit given the one done down the road

[in East Town] and a big reason for that is because of people like McLaughlin. The credibility that NūLoop Partners has, which evolved from DAG 360 to 2010 Partners to 2020 Partners, for advocacy at the city, county and legislature is because of people like Johnson and McLaughlin, regular attendees of our Steering Committee meetings who had a vision for what this neighborhood and region could become.

Next week McLaughlin has agreed to raise the Hennepin County flag which they will proudly fly at Target Field for Opening Day (<https://www.mlb.com/twins/tickets/opening-day>). Then, on behalf of the Minnesota Twins and NūLoop Partners, St. Peter presented McLaughlin with an original Target Field seat taken from the Legends Club area.

- d. **Nick Koch**, Associate Vice President at HGA, advised he first met McLaughlin at an event for him on the Como-Harriet Streetcar Line and Trolley, so long ago Koch still had brown hair. He remembers McLaughlin once said he was an “infrastructure determinist” and that’s what he’s always been about. Human infrastructure and physical infrastructure because they go together.

Long before ground was broken for Target Field when we were conducting a comparative analysis of ballparks, Koch remembers we collectively, going back to the Design Advisory Group (DAG 360), coined the phrase “transit-oriented compact ballpark in an urban neighborhood” and that phrase, ladies and gentlemen, is what the heck we’re doing!

Then, on behalf of NūLoop Partners, Koch presented McLaughlin a framed aerial color image of Target Field with the downtown skyline in background, and had him read the inscription at the bottom: *That which thy leadership hath wrought*. Koch ended with “may the sun shine on Opening Day and may we all remember our roots.”

McLaughlin extended thanks to everyone and, going back to a baseball analogy, stated it was a Murderers' Row of speakers and it’s a great honor to receive their wonderful comments.

This is really about all of you because we’ve been doing this together. It’s been a long time since [the Hennepin County Board of Commissioners created the Design Advisory Group] DAG 360 (<https://groundworkcitybuilding.com/portfolio/design-advisory-group-dag-360/>) when there were a lot of surface parking and not much going on; the ballpark was this incredible catalyst. When the vote was taken to pay for the ballpark, the four men on the Board voted for it and the three women voted against it (<https://www.mprnews.org/story/2006/08/29/stadiumtaxvote>); not the best visual politically but it was absolutely the right thing to do. He appreciates St. Peter’s comment about it being the best sports facility, public-private partnership that’s been negotiated, and NūLoop Partners deserves a lot of credit for being willing to reach out and create a deal like that. It was Johnson who he reached out to at City Hall to make sure something would happen whether it was the ballpark or the libraries and she was willing to do it and all of these things are woven together and how you build a city and community. It’s not always easy, these are complicated deals, but we managed to pull through because we had this bigger vision to build out the transit system and the things around it to make it work. We can all enjoy it and see what we’ve done together and he thanks each and every one of us for our support over the years.

For those who have asked, he’s doing fine. When you’ve served 34 years waking up every morning going 90 miles an hour, it’s a good thing to now be able to go a little slower. He feels great about what he has accomplished, the people he has worked with, and how NūLoop Partners has worked together to make this an incredible community and we need to continue to do that. Thanks again for all of your support over the years.

8. Adjournment

There being no additional business, the meeting adjourned at 6:30 p.m.