

**Recap of East Downtown Council's Business Forum Presenters  
Thursday, January 26, 2012 at Padilla Speer Beardsley**

Topic: Transit-oriented Development in Downtown East/Metrodome Stadium (DE/MS)

Panelists:

- David Frank, CPED Senior Manager of Transit Development explained that his job is to make more development happen near transit by proactively reaching out to property owners and developers to put the two together (i.e., matchmaking) to get more investment that will result in more tax base near the large investment the public has chosen to make in transit.

David's focus is on Minneapolis, but there's a regional perspective of which the DE/MS is a part. His directive from the Mayor and City Council is to coordinate city staff efforts with elected official efforts with regional partners efforts to make things happen in priority areas including DE/MS.

Policy guidance comes from adopted City plans when recruiting developers to do projects, e.g., the comprehensive plan and small area plans (DE/NL Master Plan). There is guidance as to what should happen in Downtown East as proposed in early massing studies done some time ago for potential development on top of the DE/MS parking ramp.

Not only does he spend time on transit development, a huge part of what he spends his time on is coordinating infrastructure investments: sidewalk improvements, streetscape, trees, benches, public art, and events so that the public sets the table for the private investment – that's how you convince a retailer, apartment or hotel developer to come here.

- Adam Harrington, Metro Transit Assistant Director, Route & System Planning and member of the Downtown 2025 Plan's Transportation and Transit subcommittee, discussed initiative 6 of the 2025 Plan: "Lead the Nation in Transportation Options". Goals of this initiative include expanding and enhancing transportation options to encourage new jobs, housing and business vitality; maintaining and improving high capacity for auto and transit commuters; increasing the daily transit share from 40 to 60 percent; increasing circulation within downtown; building the Transportation Interchange as the metro's primary transit hub; and securing stable, reliable transit funding.
- John Wheaton, partner at Faegre Baker Daniels and Downtown 2025 Plan Transportation Committee co-chair, explained how and why the Minneapolis Downtown Council's *Intersections Downtown 2025 Plan* came into being. It was built on the work of previous plans that are updated every 10 to 15 years, the most recent being *Minneapolis Downtown 2010* completed in 1996. This planning process began in 2010 with the formation of a Steering Committee led by John Griffith, EVP for Property Development at Target, which organized its work into five areas: Development; Transportation and Transit; Greening and Public Realm; Entertainment and Hospitality; and Education, Faith and Human Services. Extensive research was conducted as well as study sessions, community outreach and focus groups that included segments of the population reflecting the five areas of interests. This process resulted in 10 major initiatives for 2025. A complete listing of these initiatives can be found at <http://www.downtownmpls.com/page/show/423275-2025-plan>.
- Bob Lux, principal at Alatus LLC and member of the Downtown 2025 Plan's Development subcommittee who has a significant real estate investment within the EDC's service area, talked about this long-time involvement and investment in the [DEEP] district, the relationships he has established (particularly with David Fields and the EPNI) and the challenges and obstacles that will need to be overcome to encourage and bring future development to the area.