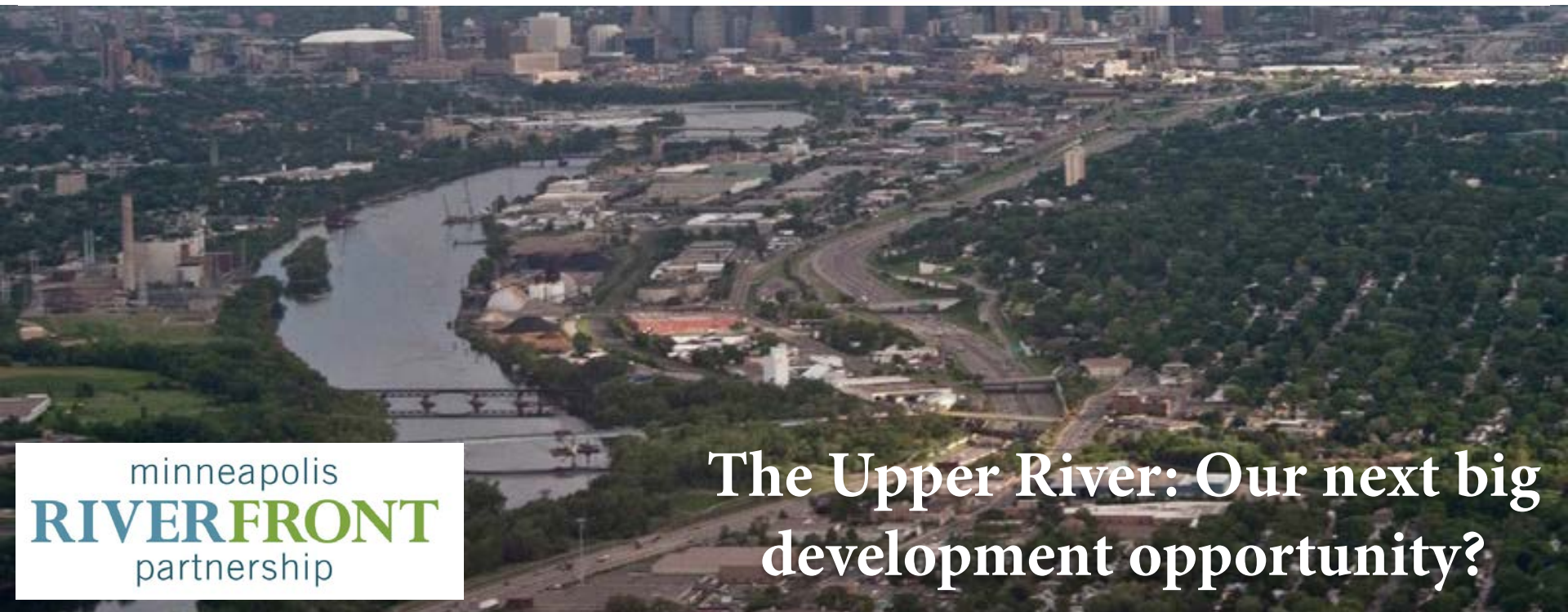


# RIVER MATTERS

series



minneapolis  
**RIVERFRONT**  
partnership

## The Upper River: Our next big development opportunity?

 **Highland Bank**

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Tuesday, Nov. 15, 2016  
CenterPoint Energy

# The Upper River: Our next big development opportunity?



Minneapolis Riverfront Partnership  
Nov. 15, 2016

# *America's Waterfront Revival*

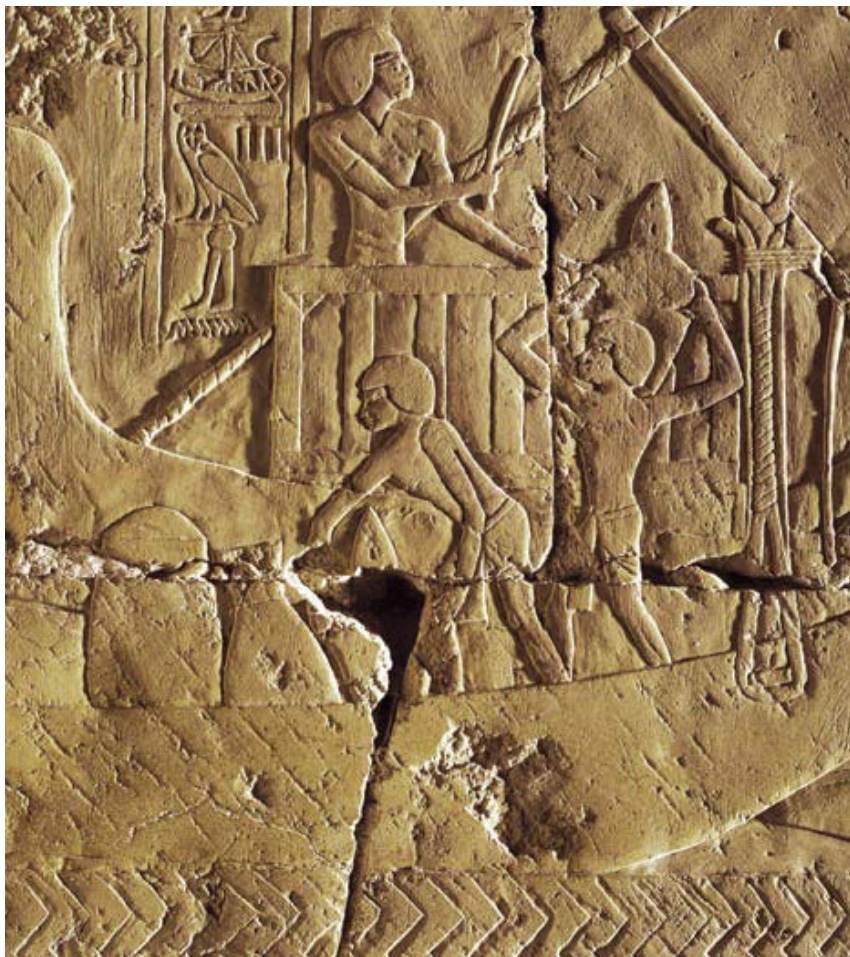
- Nine years
- 150 interviews
- 3,500 news articles
- Countless master plans, project proposals, annual reports, capital and operating budgets, legislative acts, etc.
- One book
- Four Stories
- Ten Basic Lessons



**America's Waterfront Revival**  
*Port Authorities and Urban Redevelopment*  
PETER HENDEE BROWN



# A Brief History of the Waterfront: 5,000 BCE to Present



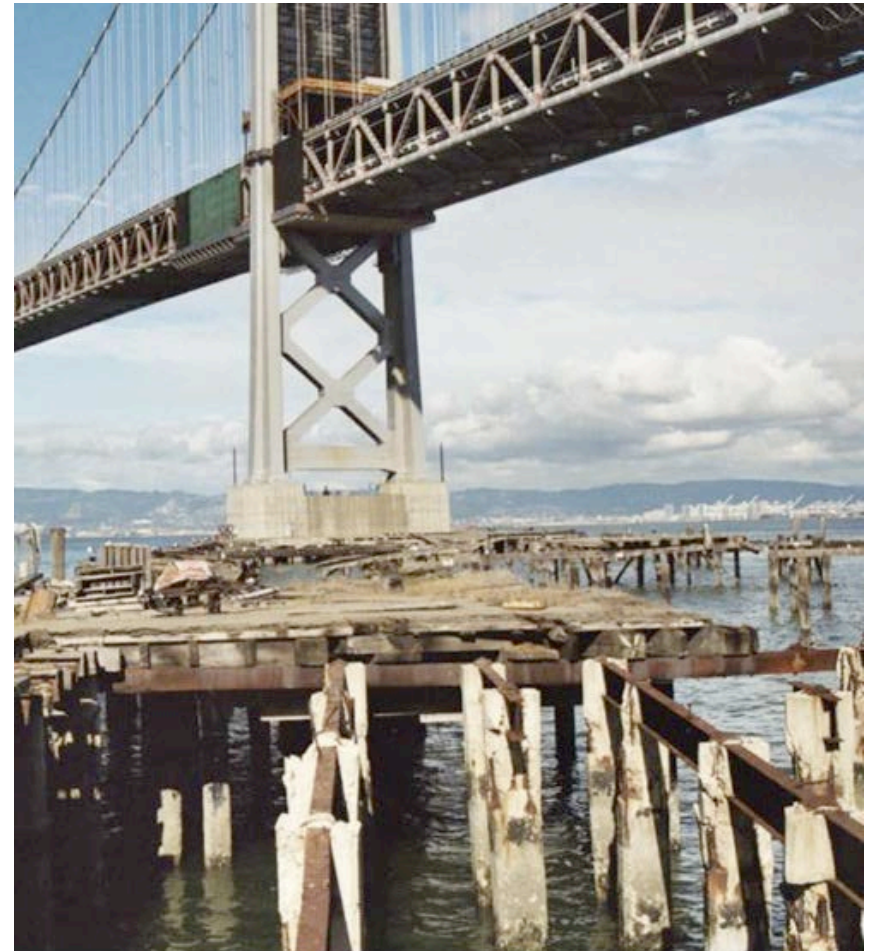
# Disruptive Innovation

- Federal-Aid Highway Act of 1956
  - \$21B and 41,000 miles of new highways
  - The “rails to rubber” movement accelerates
- The Boeing 707 enters service in 1958
  - The age of cheap transatlantic air travel begins
  - The end of passenger liners means redundant berths
- Malcolm McLean invents the shipping container
  - Cranes replace longshoreman
  - The cost of shipping plunges
  - A new kind of port



# Industry moves away from the urban waterfront, but what is left behind?

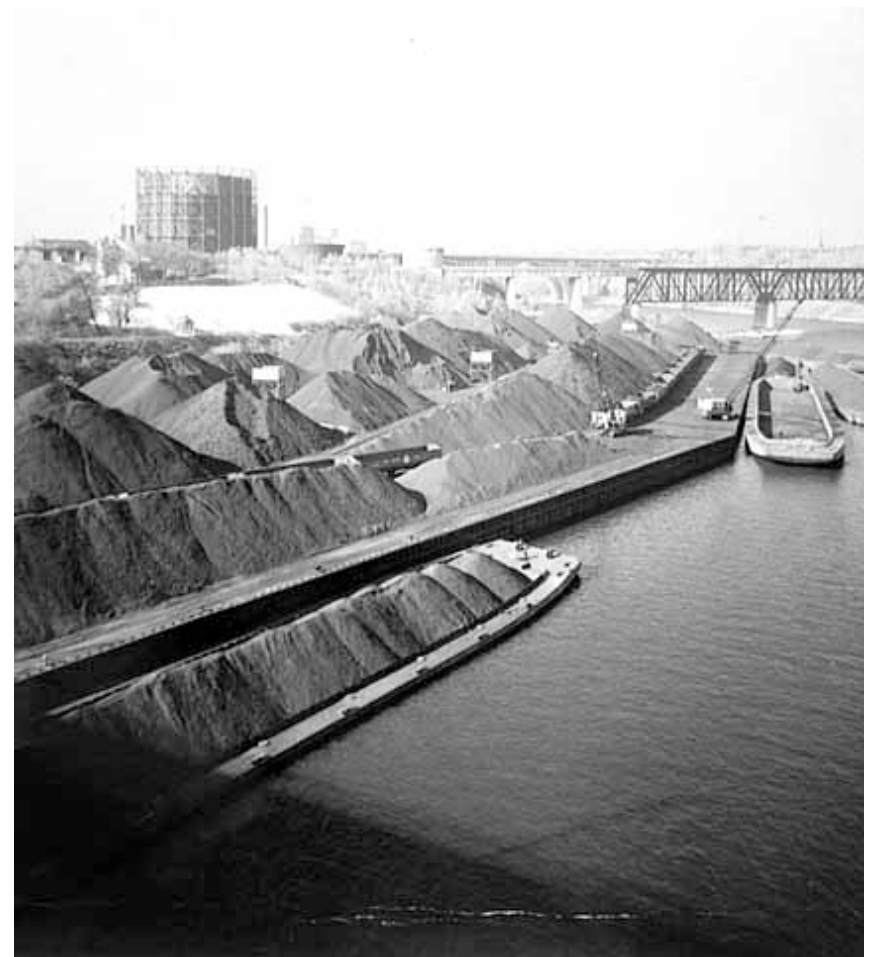
- Dilapidated marine terminals and docks
- Large underutilized industrial land areas
- Sparse infrastructure or, no infrastructure at all
- Mismatch between existing institutional framework and the new problem/opportunity
- The rise of the diversified waterfront begins



From 95% of Shipping to 5% in 10 Years

# A New Paradigm

- Since the 1960s our idea of the waterfront has changed fundamentally:
  - Was city's loading dock, dirty, unsafe, polluted, back door, necessary industrial infrastructure
  - Now park, recreation, views, environment, valuable amenity owned by all citizens



Bohemian Flats, Circa 1960.

# The Uses Are the Key

- From Single-Purpose Industrial Use...
- ...to Mixed Use/New Economy
  - Industrial (some stays)
  - Park/Recreation
  - Residential
  - Commercial
  - Industrial/Light assembly
  - Retail/Entertainment
  - Hospitality
- *What's our DNA?*



From cargo to cruise port & tourism



# Connections Matter

- To the city,
- Across the river,
- And to the surrounding community
  - Riverwalk and bike trails
  - Streets and highways
  - *Physical, Visual*
  - *Economic, Social*
  - *Psychological, Emotional*
- *Bridges and distances are tough...*



A reach too far?

# Design for Authenticity

- Landscape Urbanism:  
New life for old  
infrastructure
- Visual connections AND  
physical connections
- Seek authenticity, grit,  
connections to the past
- Use history as a lens for  
looking into the future
- *Design to attract support*



From abandoned pier to public park

# Which Project Comes First?

- Don't have to take the first...but can't be too picky
- Resist highest & best use...but economics must work
- Some projects may be placeholders...for longer term vision
- *The first project won't be best...but it will attract the second project*



From naval base to convention tourism

# The Public Sector's Role is Critical

- Funding
  - Clean-up
  - Site/Marine Infrastructure
  - Parkland- Capital/OMP
- Intergovernmental Cooperation
  - City & MPRB
  - +/-25 Jurisdictions
  - Community organizations
- Political Will
  - Long run and first project
  - Politics can slow things down
  - Economic cycles are 5.6 years



That beautiful land is so valuable...

# Successful Riverfront Redevelopment Embraces:

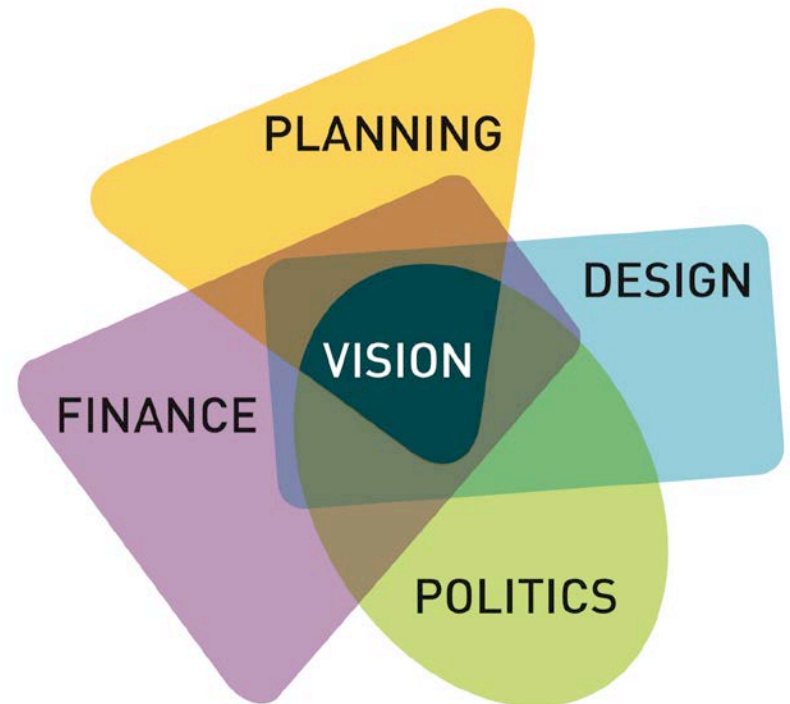
- Past & Current Land Uses
- Property Ownership
- Existing Infrastructure
- History and Culture
- Nature and Recreation
- Technological Innovation
- Diversity of Users
- Population Demographics
- Authenticity
- *Slow, Incremental Change*



# Plan for Implementation

- **Planning:** Think long-term/big picture but plan for incremental change
- **Design:** Design for place, authenticity, grit, connections to history
- **Finance:** Understand the infrastructure costs and seek creative funding strategies
- **Politics:** Promote projects that are realistic, fundable, non-controversial

= *Vision*



Waterfront redevelopment is  
*a labor of love*

Minneapolis Riverfront Partnership  
The Upper River: Our next big development opportunity?

November 15, 2016

Unison

2801 Pacific Ave N





# Unison

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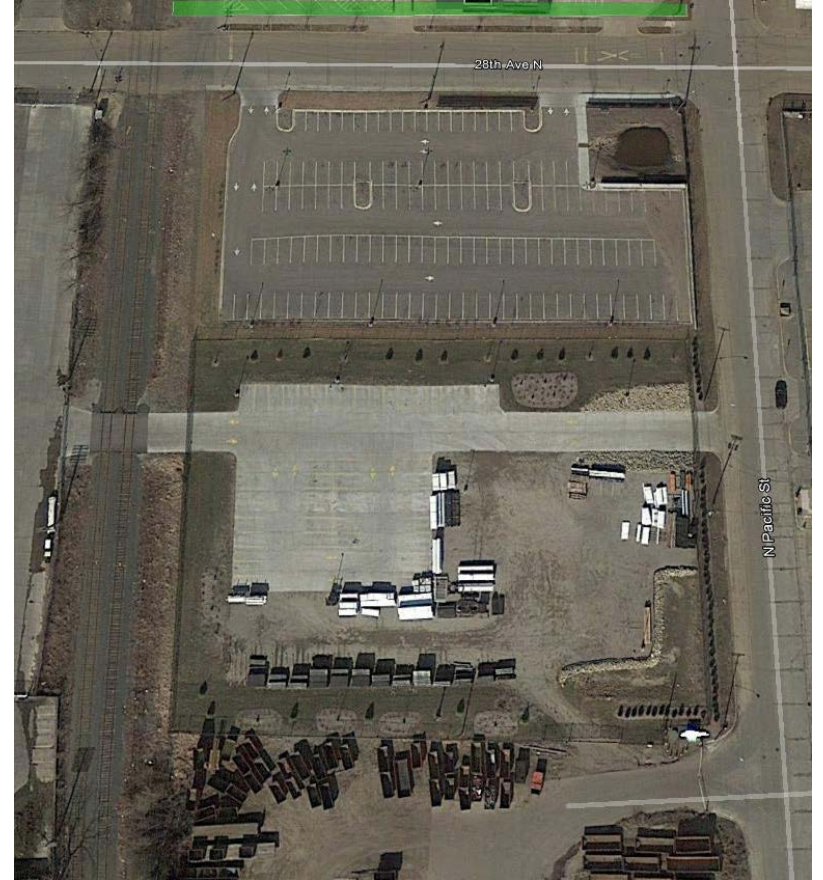


# Unison

2801 Pacific Ave N



2013



2015

# LifeSource

2225 West River Rd N



# LifeSource

2225 West River Rd N



# LifeSource

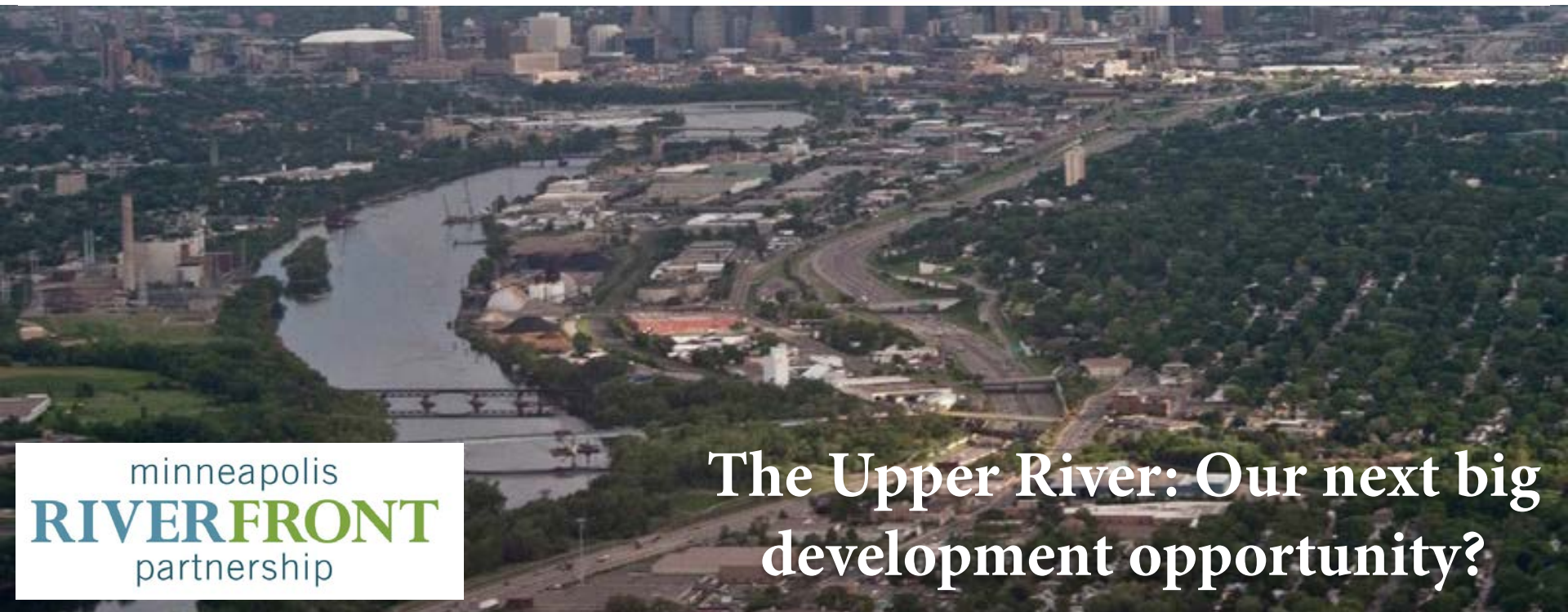
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