

# Franklin Avenue Vision

Great Streets Planning

April 2009



seward

# thank you

## acknowledgements

**Thank you** to the hundred-plus people who participated in this planning process and who continue to contribute to the vitality and vision of Franklin Avenue.

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a living, breathing vision  
for Seward's Franklin Avenue

compiled by CITYDESKSTUDIO, Inc and Seward Redesign  
on behalf of Franklin Avenue Steering Committee and community participants

submitted in printed form to the City of Minneapolis  
as a final summary document of Great Streets grant funding

[www.franklinavenue.us](http://www.franklinavenue.us)

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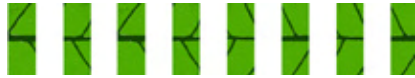




# seward

welcome

# introduction



Volunteers participate in a grass-roots gardening test project at Zipp's Liquors.



Franklin Avenue Vision Document

Early in 2008, Seward Redesign (Redesign), Seward Neighborhood Group (SNG), and Seward Civic and Commerce Association (SCCA) launched a community-driven process to re-envision the future of Franklin Avenue from the Franklin LRT station to the Mississippi River.

Working with CITY**DESK**STUDIO, Inc. as design consultants, we have been engaged in an intense and interactive process that allows us — as a community — to identify our core values as a neighborhood and for our commercial corridor and most public street: Franklin Avenue.

Our community work led to a focus on four themes for building value in the public realm (Crossing, Wayfinding, Greening and Biking) and has led to our identifying principles and opportunities for envisioning private development along or near the avenue.

Franklin Avenue Planning relied on our “on the ground” community of resident and business experts to generate countless bits of data — images of what we want to see more or less of, and lists of ideas and opportunities — much of which has been recorded, gathered, distilled and re-presented in this vision document. More detailed information is posted on a website dedicated to the Franklin Avenue Planning process ([www.franklinavenue.us](http://www.franklinavenue.us)).

An over-arching goal of Franklin Avenue Planning has been maintaining an open, transparent public process that balances the interests and needs of various constituents. We have developed localized principles for building value in our urban neighborhood. Planning is never complete, but an on-going process, and we will continually revisit and renew our Vision for Franklin Avenue.

Our collaborative planning process identified core values, key themes, and development guidelines; collectively, this work stands as our Vision for Franklin Avenue as a Minneapolis Great Street.

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this document & beyond

# introduction

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- conceptual themes (summary)
- bystrom vision (summary)
- development principles (summary)

## beyond this document

### 2.1 Planning Phases

### 2.2 Outcomes

- a conceptual themes
- b bystrom vision
- c development principles





# people

the community of experts

# process



We, the people who live and work in Seward, are our neighborhood's experts.

We each know, based on our experiences, the places on Franklin that we value and the spots where we feel unsafe. We have ideas about what would make things better. The Franklin Planning process has allowed us to collect the knowledge that we each carry as individuals. This conversation has helped us understand our collective experience and our shared dreams.

**NEIGHBORHOOD ORGANIZERS** from Redesign, SNG and SCCA brought their respective strengths to the table. Board members and/or staff from each group comprised a steering committee and a smaller group of core members organized events and met regularly with the design consultants.

**DESIGN CONSULTANTS**, CITYDESKSTUDIO, worked in collaboration with neighborhood organizers to establish a framework for envisioning Franklin Avenue's future. They maintained a broad perspective about the complex urban context, provided a framework of conceptual themes, and distilled and re-presented bits of information we gathered.

**COMMUNITY MEMBERS** are the "on-the-ground" experts who have contributed the most valuable and meaningful information to the visioning process. Volunteers shared their insight and experience at walk events, community meetings, task force meeting and test projects. Community members also commented on ideas shared on the franklin planning website and in a draft vision document. Through sharing personal observations, listening to neighbors and responding to ideas, community members laid the foundation for this vision.

**TOGETHER**, we are the grass-roots gardeners of this vision.

# phases

what we did

# process



Neighborhood organizers set up a variety of events for community members to engage and shape the vision.

**#1 STREET WALKS** : We kicked-off Franklin Planning on the street where community members photographed and commented on the assets and liabilities on the Avenue. Over 100 people participated, and more than 450 annotated photographs were posted to the online image-sharing database, Flickr. This raw data was used throughout the process: [www.flickr.com/franklinplanning2008](http://www.flickr.com/franklinplanning2008)

**#2 COMMUNITY WORKSHOP** : A large-group, working session allowed community members to reflect upon assets and liabilities identified on the walks. Collectively, we distilled four focus themes (movement, community involvement, local business vitality and visual identity) for further task force work.

**#3 TASK FORCE MEETINGS** : Over the course of two months, smaller groups met for focused discussion about vision and values. From these meetings, four conceptual themes emerged: crossing, wayfinding, biking and greening. These themes were more fully developed with specific strategies, possible locations and envisioning vignettes

**#4 TEST PROJECTS** : Temporary test projects allowed us to test the impact of small interventions on Franklin Avenue. Community volunteers helped implement these test projects.

**#5 DEVELOPMENT CASE STUDY**: A task force met several times to apply community knowledge about Franklin Avenue to a development scenario near the LRT Station.

**#6 DEVELOPMENT GUIDELINES** : Themes and topics relevant for private developers/property owners were synthesized into a development vision for Franklin.

Details about each of these phases are summarized in Appendix 2.1.

Franklin Walk participants take action by crossing at a location where they want a cross walk.



# summary

what we've envisioned

# outcomes



Through our process, shared values and visions for the Avenue emerged. The following pages contain excerpts from key parts of the vision. The elements of our vision include:

**CORE VALUES** : The core values, which helped guide the development of the other elements of this document, are printed in here in full.

**CONCEPTUAL THEMES** : These themes - crossing, wayfinding, biking and greening - emerged from the task forces and four strategy areas for improving how people experience Franklin. A summary is included in this document; for more information on any one theme, see Appendix 2.2a.

**BYSTROM VISION** : The Bystrom Vision is Seward's vision for the future of this site near the Franklin LRT station. The key points are included in this document; to read the full Bystrom Vision, see Appendix 2.2b.

**FRANKLIN DEVELOPMENT PRINCIPLES** : These principles unite the values, themes and lessons learned throughout the planning process in a series of principles for future private development and infrastructure investment on the avenue. Highlights are in this document. For complete Franklin Development Principles, see Appendix 2.2c.

The image at below was used for a large banner that made its first appearance at the Test Projects. The design was chosen through a poll on the Franklin Planning blog.





# core values

what we care about

# outcomes

*The following six core values are the heart of the Franklin Vision.*

*identity  
good design  
multi-modal movement  
local economy & leadership  
stewardship & safety  
seward is green*

*These values emerged from our task force discussions and were adopted in the fall of 2008 by the boards of each partner organization. The core values will guide our work together over coming years and provide a base for us to make decisions as a community. They are printed here in full.*

## identity

**We envision Franklin Avenue as a destination that draws people into our unique neighborhood.**

Franklin Avenue is our Main Street / Town Center and should express the character of Seward as a whole. Key elements of our identity include that we are multi-cultural, arts-aligned, green, urban, grass-roots, family-friendly, multi-generational, welcoming, student-friendly, safe, comfortable and accessible.

## good design

**We envision Franklin Avenue as a well designed place that reflects the urban character of the Seward neighborhood.**

Buildings, signage, landscaping and other elements of the streetscape should be human scaled, urban, green, artful, easily maintained, safe, graffiti resistant and durable. Design will use CPTED (crime prevention through environmental design) techniques to shape a safer environment, i.e. eyes on the street.

Time, energy and resources should be invested to design (not just produce) elements of our streetscape. We are willing to invest in design while keeping it affordable for everyone.

## multi-modal movement

**We envision Franklin Avenue as an active, interesting and safe place for all pedestrians.**

We want Franklin to be a destination that draws people from both inside and outside the neighborhood. Franklin should be easy to access by bus, LRT, bike or car. Once people arrive in Seward, it should be intuitive that non-motorized transportation is the preferred mode between destinations on the Avenue and in the neighborhood.

For people in the neighborhood, biking, walking and public transit are primary modes of transportation. We should make changes to the Avenue so that pedestrians, bikes, wheelchairs, strollers, skateboarders, etc. have a safe and pleasant experience so they can use all of the parks, restaurants, shops and other resources on Franklin.

The LRT area and the 3-4 blocks east of it are unique. Seward wants to develop a chain of attractions or complementary commercial activity that draw people into our business district and extend the Franklin Avenue's identity and the feel of our community from the River to the LRT station area.

# core values

what we care about

# outcomes

## local economy + leadership

**We envision Seward as a place where a strong local economy and grass-roots activism meet.**

**Decision Making** – our community is organized, well-informed and committed to leading decision making and implementation of changes in our neighborhood.

**Shop locally** – Seward residents and business owners use our dollars to support local businesses. Supporting these businesses helps them support the community.

**Work/employ locally** – Encourage employers to hire local talent; create opportunities for people who live in the neighborhood to find a local job; and create ways for people who work in the neighborhood to find a place to live in the neighborhood.

**Synergy & Connectivity** – We recognize the interconnectedness we have with each other. – We will work to attract new core businesses that meet community and business needs, and match our values but also draw people from outside our neighborhood. We, in turn, should be good neighbors to our surrounding communities by supporting their destination businesses.

## stewardship + safety

**We envision Franklin Avenue as a well-cared for and well maintained place where people can gather throughout the day and into the evening during all seasons.** We promote safe public gathering places and we will take an active role in making it safe – working on local initiatives and partnering with police and others.

Businesses and other destinations along the Avenue should be connected by neighborhood gathering places where neighbors can have eye-to-eye contact, where community conversations happen and where the seeds of community activism grow.

## seward is green

**We envision Franklin Avenue as a place that contributes to the environmental health of both our neighborhood and the world.**

**Literally** – Franklin needs more trees, plants and landscaping – in addition to contributing to the health of the environment, these things make Franklin a more comfortable and attractive place year round.

**Buildings** – Buildings should contribute to the environmental health of our neighborhood through reduced energy consumption, on-site storm and waste water management, reuse and recycling of materials and other green technologies.

**Infrastructure** – Seward does not want the City or County to tear up and replace our infrastructure but instead to explore ways to improve through the repair/reuse of existing infrastructure whenever possible.

When making decisions about amounts of parking, lighting or other factors that impact the environment, we should always strive to have “just enough.”

# key themes

crossing, wayfinding, greening & biking

outcomes

In of our task forces, we identified strategies for dealing with four recurring themes:

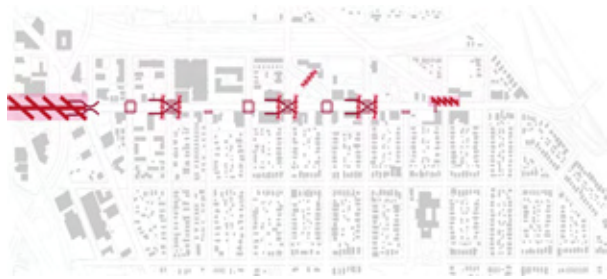
**CROSSING** : making it easier to walk along and across Franklin

**WAYFINDING** : orienting and informing visitors about key destination on Franklin and in the neighborhood

**GREENING** : using trees and other plants to soften the hardscape, create gathering spaces and screen parking lots

**BIKING** : directing bicyclists towards bike routes that match their skill level and help them easily travel to destinations on Franklin

CITY**DESK**STUDIO created a series of diagrams and vignettes, like those pictured on this page, that correspond to the four themes.



Sample Strategy Diagram. This image highlights potential locations to better connect Franklin through more friendly pedestrian crossings.

Sample Vignette. This image envisions strategies for improving crossing, wayfinding, greening and biking at Franklin and 25th.

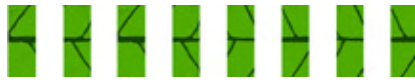




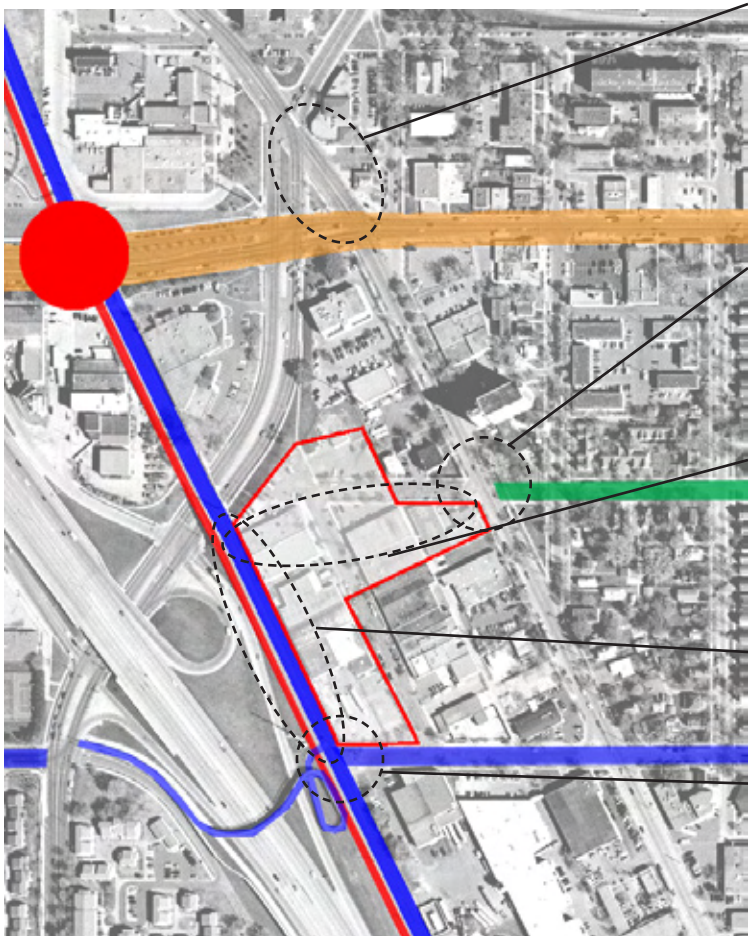
# case study

bystrom vision

# outcomes



The Bystrom Vision localizes the six core values to the Bystrom site. The vision articulates the site's great potential to be a demonstration of our core values and vision in action. The diagram below summarizes the key points of the vision.



1 **Close Minnehaha north of Franklin.** This goal is the primary reason the Seward Neighborhood is interested in the Bystrom project. We want to be able to walk comfortably and safely along Franklin to the LRT station. Closing this segment of Minnehaha will reduce the number of crossings and create more regular blocks that will allow for future pedestrian and transit-friendly building/site design.

2 **Intersection of Minnehaha Ave and 22nd Street.** This intersection is the last impediment for many residents walking to the Franklin Station. The intersection should be designed to allow pedestrians to cross comfortably, safely and easily.

3 **Pedestrian Connection Through Site.** Create the most direct pedestrian connection possible from 22nd St to the Hiawatha LRT trail. Take inspiration from nearby Milwaukee Avenue for a pedestrian street's potential to create a green, inviting public gathering space.

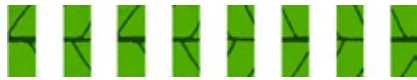
4 Treat **Hiawatha LRT Trail** as a public face to the Bystrom site. Orient buildings with entries and windows facing the trail.

5 **Connection between LRT Trail and E 24th St.** Create a connection that is easy for both bicycles and pedestrians to maneuver.

# development

what we envision for franklin's future

# outcomes



To organize all of the wisdom shared through the franklin planning process, we identified four sections of Franklin Avenue, each with a unique set of opportunities and challenges.

**#1 TRANSIT HUB** : LRT stop to 21st Avenue South

**#2 MILWAUKEE AVE AREA** : 21st Avenue to 25th Avenue

**#3 RIVERSIDE AREA** : 25th Avenue S. to 29th Avenue S.

**#4 THE RIVER ZONE** : 29th Avenue S to 31st Avenue S.

Two areas of Franklin Avenue revealed themselves as priorities for redevelopment for the Seward community in the coming 3 years: the Transit Hub and the Riverside Area.

Two sections of the Avenue are recommended to have modest work in the coming 3 years: the Milwaukee Ave Area and the River Zone.

The following page provides an overview for each of the four sections. For the complete development guidelines, see Appendix 2.2c.

# guidelines

what we envision for franklin's future

# outcomes

**#1 TRANSIT HUB :** The Transit Hub is anchored by the Franklin LRT station and also includes major bicycle/pedestrian infrastructure (the LRT trail) and several bus routes. This zone is bisected by Cedar Avenue, which is the principle North-South thoroughfare that connects to the Phillips and Cedar-Riverside neighborhoods.

This zone has significant potential to become a prominent asset for the neighborhood. The neighborhood hopes to create an accessible and safe station area; development near the station that populates the area with active uses is key to making this zone safe. However, the existing intersections with Cedar and Minnehaha Avenues create small and irregularly shaped parcels that limit potential for pedestrian and commercial improvements. Hence, many of the opportunities for improvement in this zone rely upon modification to existing street infrastructure.

In the next decade, the neighborhood wants to see this area transformed by a variety of populated, pedestrian-oriented, street-level uses that give pedestrians enjoyable and safe access to the LRT station and path.

**#2 MILWAUKEE AVE AREA :** This zone has a variety of thriving businesses and the strongest pedestrian environment on the Avenue. The priority will be to maintain and improve the strength of this area.

**#3 RIVERSIDE AREA :** The recent move of Franklin Avenue's anchor tenant (Seward Co-op) has shifted considerable intensity of activity to this formerly quieter segment of the Avenue. This brings both opportunities for new commercial development and the challenge of addressing new traffic issues

**#4 THE RIVER ZONE :** 29th Avenue S to 31st Avenue S. The River zone is close to the Mississippi River, strong single-family housing, the West River Parkway bicycle route, the University of Minnesota and Fairview-University Hospital, with a mix of housing and some retail on the south side of Franklin and high-density housing on the north.



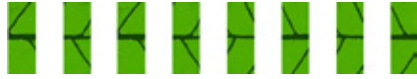




www.franklinavenue.us



# franklin avenue planning phases



The following pages describe the six phases of our collaborative, interactive Franklin Planning process:

#1 STREET WALKS

#4 TEST PROJECTS

#2 COMMUNITY WORKSHOP

#5 DEVELOPMENT CASE STUDY

#3 TASK FORCE MEETINGS

#6 DEVELOPMENT GUIDELINES

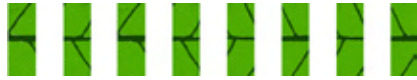
Emboldened by their walking assessment of Franklin Avenue, a group of participants in the second Walk strides across Franklin Avenue.



planning phases

# franklin avenue walks

overview of the walks



*“People who attended the walks didn’t just take photos and talk (and eat), they met their neighbors and experienced both the good and bad along Franklin first-hand.”*

*- excerpt from “Interacting with Franklin” article in Issue I of the Task Force Newsletter*

On April 17th & 19th, 2008, community members walked the Avenue in small groups and discussed the things they like (assets) and don’t like (liabilities) about Franklin Avenue. Participants took photos and wrote down their thoughts. Pizza Luce provided a base (and food) for the first walk, 2nd Moon for the second. All of the images and comments are recorded on flickr: [www.flickr.com/photos/franklinavenue](http://www.flickr.com/photos/franklinavenue).

Assets photographed included an array of favorite local businesses (Welna II Hardware, 2nd Moon, etc.), gathering spaces (Triangle Park, Milwaukee Avenue, etc), architecturally strong buildings (Playwright’s Center, 2nd Moon’s building, etc.), and notable facade/landscape elements (window boxes at True Thai, plants at the Co-op, outdoor seating at Pizza Luce & Tracy’s Saloon, etc.) People also noted the two major destinations at the ends of our stretch of Franklin: the LRT Station and the River.

Liabilities primarily focused on things that made people feel unwelcome or unsafe: intersections that are difficult to cross, facades without windows, large parking lots along Franklin, sidewalks in disrepair, litter and graffiti. Overall, the largest concentration of liabilities were noted between the LRT Station and 21st Avenue S.

The following page illustrates examples of assets and liabilities that were noted by several participants.

example liability 1    example asset 1    example asset 2    example liability 2



planning phases



# franklin avenue walks

example images and comments

# planning phases



**Example Asset 1: Welna II Hardware**

*"Welna - friendly, helpful & bike racks."  
 "A great thing for the neighborhood."  
 "Great storefront - inviting, stuff to buy outside"  
 "It says, we care."*



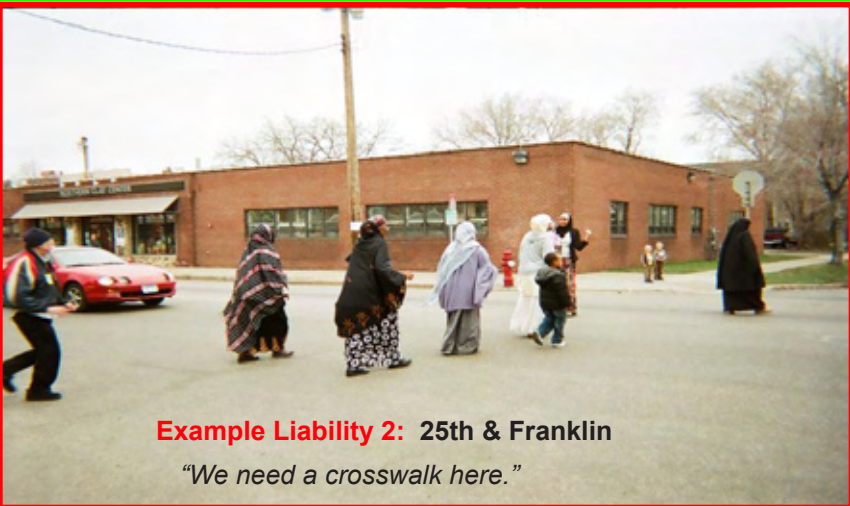
**Example Asset 2: 2nd Moon**

*"Awesome rehab and reuse of older building."  
 "We love this place."  
 "Place for resting and talking"  
 "Nice neighborhood node"*



**Example Liability 1: Minnehaha & Franklin**

*"Bad for everyone."  
 "Large areas of asphalt and difficult situation for pedestrians."*



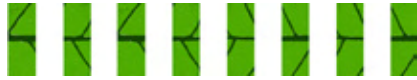
**Example Liability 2: 25th & Franklin**

*"We need a crosswalk here."*

# community workshop

overview of the workshop

# planning phases



On April 26th, 2008, community members gathered at Matthews Park Center to discuss ideas gathered on the walks. Jay Walljasper (Kingfield Neighborhood resident and author of *The Great Neighborhood Book*) gave an opening presentation about the power of neighbors to shape their communities.

We broke into small groups to discuss recurring issues from the walks and organize them into topics. Each group presented their analysis. Together, we organized these topics into four themes for further task force study:

- VISUAL IDENTITY / LANDSCAPING
- MOVEMENT
- COMMUNITY INVOLVEMENT / CRIME & SAFETY
- LOCAL BUSINESS VITALITY / GATEWAYS

*“... the people who live in a particular locale are the experts on that place. As neighbors, you possess the wisdom and vision to make your neighborhood great. It’s simpler than you think, more fun than you can imagine, and will improve your life in profound ways.”*

- from *The Great Neighborhood Book*, by Jay Walljasper, p. xvi

The Clicquot Club provided a delicious lunch for all participants.

One small group discusses their ideas (below left). Another small group presents their conclusions (below right).





# franklin task forces

overview of the task forces



Each Task Force met five times to discuss their values and ideas. The input from the Walks, themes from the Community Workshop, and recommendations from the Riverside Market Task Force (a previous planning process for a site on Franklin) provided fodder to jump-start the conversation. The conversation about vision and values spanned across all four groups with each task force focusing extra attention on their topic area. For each week of meetings, a newsletter shared concepts between the task forces. Ideas were brainstormed by participants and re-presented by CITYDESKSTUDIO.

Key Outcomes generated during task force work included:

- #1 a **MATRIX** of data from each task force identifying potential projects
- #2 **ENVISIONING VIGNETTES** to prompt further discussion
- #3 establishing six **CORE VALUES** for Franklin Avenue - *printed in full in the Franklin Avenue Vision summary document*
- #4 identifying four **CONCEPTUAL THEMES** explored through visioning vignettes and strategy maps - *see Appendix 2.2A for the full details*
- #5 creating a **DRAFT VISION DOCUMENT** that was distributed to every property on Franklin Avenue to gather broader feedback.



Two sample envisioning vignettes at the intersection of Franklin and 25th Avenue.

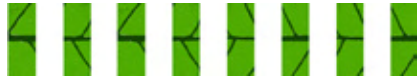


planning phases



# test projects

overview of the test projects



All images from the Test Projects are available at:  
[www.flickr.com/photos/franklinavenue](http://www.flickr.com/photos/franklinavenue)

A fundamental goal of our process has been to combine grass-roots involvement with small-scale interventions to make a big impact on how we experience Franklin Avenue.

Neighborhood organizers invited volunteers to put some ideas to the test. On a warm day in September, a group of organizers and volunteers took to the streets, sidewalks and boulevards at the intersection of Franklin and 27th Avenue with colorful graphics, spray chalk, stencils, shovels, mulch and plants.

Over the course of a morning, the intersection was transformed with three bold cross walk patterns, new plantings screening a parking lot, a block-long bike line, a bike repair station, benches, and graphics on the street and sidewalk directing passers-by to the greenway and nearby businesses.

Together, these temporary interventions brought the conceptual themes of CROSSING, WAYFINDING, BIKING and GREENING to the street in tangible ways that reflect Seward's values. These tests allowed us to see how small interventions can have a big impact on the way we experience Franklin Avenue. While most of this work was temporary, it served as a case study for potential permanent changes.

A birds-eye view of some of the ideas tested at 27th and Franklin.





# test projects

example test projects

Rosenlof-Lucas Landscape Design & Installation helped volunteers plant a **LANDSCAPE SCREEN** around the Zipp's parking lot.



Community members used the franklin planning blog to vote for a **BANNER** design.



People loved the temporary, **PATTERNED CROSSWALKS** installed by volunteers. As one person commented: "fun, exciting, hip - Seward!"



Dero Bike Rack installed this prototype **BIKE FIX-IT STATION** for the day. People suggested placing one at the Co-op, on the Greenway or in Matthews Park.

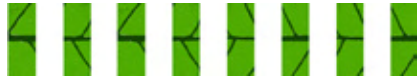


planning phases



# development case study

## overview of the bystrom visioning process



The themes and vision emerging from Franklin Planning formed a base to perform a development case study of the Bystrom Site near the Franklin LRT Station.

An earlier neighborhood station area planning process recommended closing Minnehaha Avenue to the north of Franklin and re-routing Minnehaha traffic on a realigned 22nd Avenue to Cedar (see image at left). The Bystrom Site would allow for this re-route. Hence, while the site itself is not on Franklin, it has potential to improve the vitality of the stretch of Franklin the planning process identified as in most need of improvement.

Community members were invited to take part in a miniaturized process that followed similar steps to the umbrella Franklin Planning process. Through this abbreviated process, we “localized” the core values to the specificity of the site’s location, scale and character.

The case study tested a smaller scale planning process that the neighborhood could use to work with future developments on Franklin Avenue, including:

**#1 SITE WALK** to survey the site and understand its context. This walk took place on October 8th, 2008 and had over 40 community participants.

**#2 COMMUNITY MEETINGS** to gather broad community input. These meetings were held in conjuncture with the SNG Community Development Committee (CDC). The Bystrom Site was discussed first on October 14th, 2008 (before the Bystrom Task Force began meeting) and included periodic reviews over the course of the following months.

**#3 THE BYSTROM TASK FORCE** initially met three times to localize the Franklin Planning Values to the Bystrom Site. About a dozen people regularly attended these meetings. The task force continues to meet on an ad hoc basis to provide feedback on the evolving design of the street realignment and the first phase development project.

The context surrounding the Bystrom Site.





# development guidelines

## overview of the development guidelines



As the end of our planning process approached, we realized that a key component was missing. Our process - grounded in grass-roots observation, visioning and action - had created a solid set of core values, great strategies for adding value in the public realm, and exciting test projects. However, we hadn't organized all that we value into clear priorities and guidelines for people wanting to alter buildings and infrastructure on Franklin Avenue.

The core working group from the Franklin Steering Committee met to figure out how to summarize the priorities that had been voiced throughout the process. We decided to draft Development Guidelines that would be reviewed and tweaked by the SNG Community Development Committee (CDC). We culled through Task Force minutes, the Franklin Walks image database on Flickr, and former planning documents to pull together a the draft guidelines. The structure for these guidelines - splitting the Avenue into four areas, each with their own set of priorities - was developed from analyzing patterns in the asset/liability diagram of Franklin (page 2 of this document).

First the organizing structure, then the draft guidelines were taken to SNG CDC committees for review. A few committee members read through the full document and sent in their comments. Others suggested edits at the February and April 2009 meetings. The document was edited and formatted as Appendix 2.2c: Development Guidelines.

This document sets priorities for which parcels on the Avenue are priorities for redevelopment, where facade or landscape improvements could make a big impact and what infrastructure improvements would help the Avenue better serve the community.

# planning phases



# franklin avenue

## conceptual themes

The task forces distilled four conceptual themes for enhancing Franklin Avenue:

- **CROSSING** : using street graphics and other strategies to make it easier for pedestrians to cross Franklin
- **WAYFINDING** : creating a system of signs, kiosks and graphics to guide visitors to destinations on Franklin and throughout the neighborhood.
- **GREENING** : using trees and other plantings to soften the hardscape on Franklin Avenue, create gathering places and capture stormwater.
- **BIKING** : connecting Franklin Avenue destinations to the surrounding network of neighborhood and regional bike routes.

CITYDESKSTUDIO gathered input on each of these themes and re-presented them in terms of a concept diagram, photo-based vignette and strategy location map.



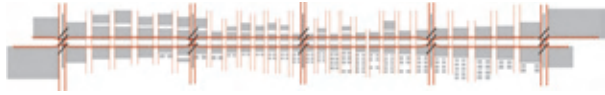
conceptual themes



# crossing

strategies to improve crossing

# conceptual themes



**Crossing Vignette.** This image envisions using stitch-walks, flow-walks and stitch-bumps to improve crossing at Franklin and 25th Ave S.

Also envisioned here:

- welcome banner and light post marker (wayfinding)
- bike stripping and turn key marker (biking)
- planters and screening (greening)

We envision Franklin Avenue as a walkable place. Crosswalks, especially, should be designed to feel safe and promote walking. Crosswalks can also express the unique identity of Seward as a multi-cultural, arts-aligned, urban and welcoming place. Strategies for creating safer crossings on Franklin include:

**STITCH-WALKS** mark north-south crossings with colorful, graphic symbols that are unique at each intersection. These colorful cross-walks **STITCH** together the North and South sides of Franklin while also helping to create a strong visual identity for the avenue.

**FLOW-WALKS** mark east-west crossings with bold, graphic crossings consistently along the Avenue. These bold cross-walks old facilitate the **FLOW** of east-west movement along Franklin Avenue.

**STITCH-BUMPS** are physical extensions of the curb and sidewalk at the intersection. These bump-outs **NARROW** the street-width to help slow traffic and shorten the crossing distance.






# crossing

where to focus these strategies

# conceptual themes

**Crossing Test Project.** A full scale test of stitch walks and a flow walk at 27th and Franklin.



-  STITCH
-  FLOW
-  NARROW





# wayfinding

strategies to improve wayfinding

# conceptual themes



We envision Franklin Avenue as a welcoming and easy-to-find destination that draws people into a chain of attractions. A well-designed wayfinding system should operate at regional, neighborhood and block-by-block scales. Strategies to help people find destinations throughout the neighborhood include:

**ORIENT** visitors to Franklin Avenue from key points of entry, (such as the LRT station, Interstate 94, the Franklin Avenue Bridge, Mississippi River trails, and Midtown Greenway) and guide them to destinations throughout Seward.

**DEFINE/MARK** specific places along the avenue with signs, symbols, street graphics, sculptural objects and trees.

**INFORM** visitors and residents about Seward's history and current neighborhood events on Franklin and elsewhere in the neighborhood.

**Wayfinding Vignette.** This image envisions using a welcome banner, kiosk and street graphics to orient visitors arriving from the Franklin LRT Station.

- Also envisioned here:
- bike striping (biking)








# wayfinding

where to focus these strategies

**Wayfinding Test Project.** A banner welcoming visitors to Franklin was created for the Test Projects at Franklin & 27th. The design and text was voted upon by visitors to the franklin planning blog.



-  ORIENT
-  INFORM
-  DEFINE / MARK



conceptual themes

# greening

## strategies to make franklin greener

# conceptual themes



**Greening Vignette.** This image envisions using trees, planters, outdoor seating and grasses to create a green gathering place and softened sidewalk space at 24th and Franklin.

- Also envisioned here:
- bike striping (biking)
  - stitch walk (crossing)

We envision Franklin Avenue as a green street that contributes to a healthier world. Techniques for greening Franklin include:

**SOFTEN** the hard edges of buildings, streets, sidewalks and parking lots with trees, grass, gardens and other plantings. This softscaping contributes to an animated sidewalk environment that encourages people to walk.

**SCREEN** and identify parking lots with trees, trellises, vines on fences, tall grasses or other plants that provide a transparent visual boundary.

**MAKE PLACES** for people to gather by using landscaping to provide shade, cleaner air, and sound attenuation. Also provide places for people to sit.

**CAPTURE WATER** by strategically planting trees, bioswales, rain gardens and other permeable surfaces to help manage stormwater and mitigate the built environment.











# greening

where to focus these strategies

# conceptual themes

**Greening Test Project.** With the assistants of Rosenlof-Lucas landscape design, volunteers enhanced the green screen around the Zipp's parking lot with a variety of native plants.



-  SOFTEN
-  SCREEN
-  MAKE PLACES
-   MAKE PLACES
-  CAPTURE WATER

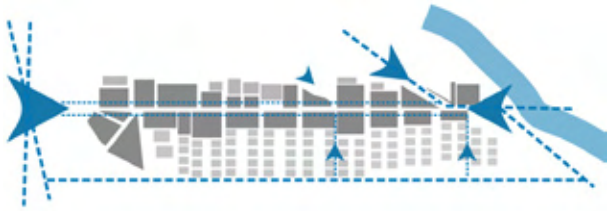




# biking

## strategies to improve biking

# conceptual themes



We envision Franklin Avenue as supporting bikers travelling to businesses and activities on the Avenue, and connecting to transit. A well-designed neighborhood bike system includes clear connections to alternative routes with less traffic and places along the Avenue for shifting to other modes of movement. Techniques for better connecting bikers to Franklin Avenue include:

**CONNECTING** neighborhood and regional bike-routes to Franklin through the use of street graphics to mark key junctures with the Avenue. These graphics can be reinforced by welcome banners, signs and gateways scaled to bikers and walkers.

**MARKING** a variety of bike routes appropriate for different skill-levels with signage and painted street graphics. On Franklin, this could be a solid green line between the drive lane and parking lane that is dashed through intersections.

**SHIFTING** between biking and walking/transit by providing bike corrals at key points along the Avenue to facilitate multi-modal movement.

**Biking Vignette.** This image envisions using street graphics, including a bike line and stencils, to highlight a space for bikers using Franklin. Also envisioned here:• softscaping with trees (greening)



# biking

where to focus these strategies

**Biking Test Project.** A temporary “bike line” was stenciled along one block of Franklin. This line narrows the driving lane to its minimum-width (slowing traffic) and marks a space for bikers.



 CONNECT

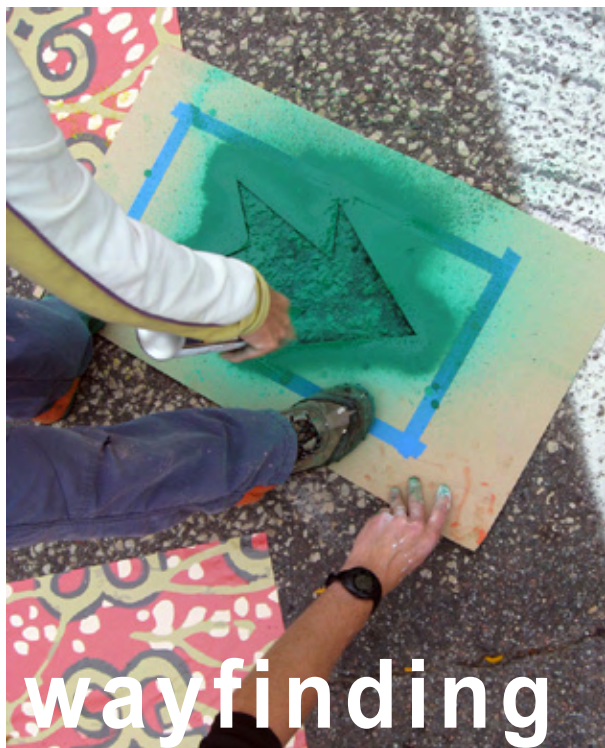
 MARK

 SHIFT



conceptual themes





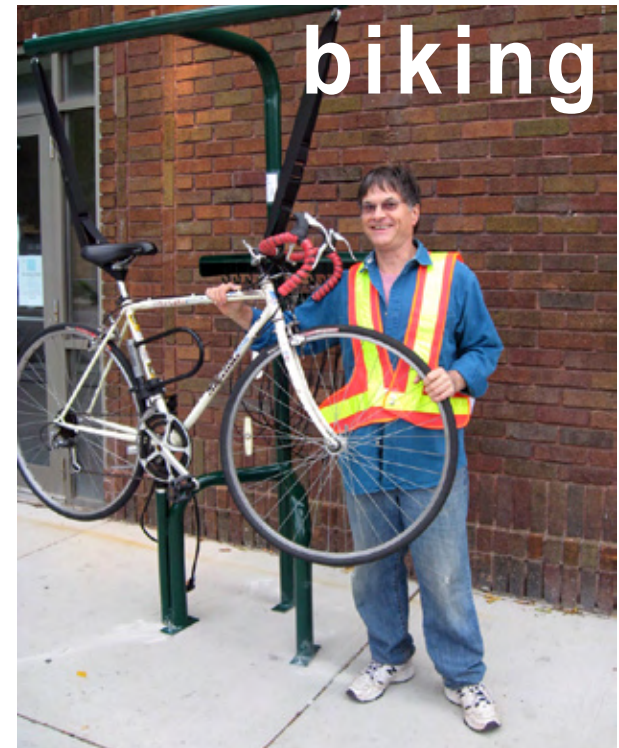
wayfinding



crossing



greening



biking



# Bystrom Development Vision



The ideas in this vision are organized around the 6 core values that emerged during the Franklin Planning Process:

Identity, Good Design, Multi-Modal Movement,  
Local Economy & Leadership,  
Stewardship & Safety, Seward is Green

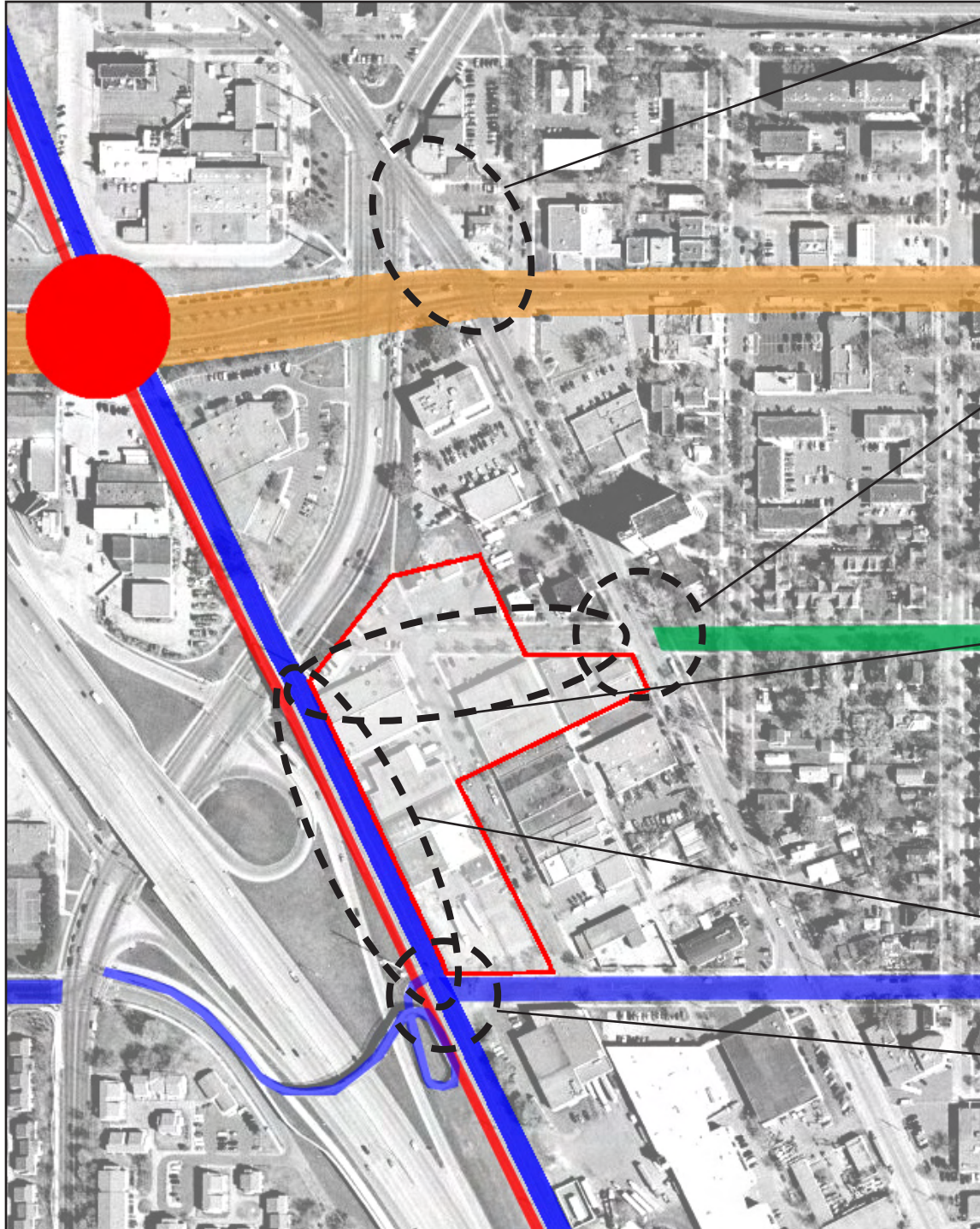
We have also included three diagrams (Movement, Use, Green) that help communicate the context of the Bystrom Site as it is experienced by the Seward Neighborhood.

## CONTENTS

- 2 Key Points of the Bystrom Vision
- 3 Bystrom Values
  - IDENTITY
  - GOOD DESIGN
  - MULTI-MODAL MOVEMENT
  - LOCAL ECONOMY & LEADERSHIP
  - STEWARDSHIP AND SAFETY
  - SEWARD IS GREEN
- 9 Context Diagrams:
  - Movement Context
  - Use Context
  - Green Context
- 12 Addendum
  - Great Ideas in Search of a Home
- 13 Acknowledgements

*This Development Vision will be taken to each of the partner organizations (SNG, SCCA, Redesign) for adoption by their boards. This Vision will steer our work together on the Bystrom project over the coming years and provide a way for us to make decisions as a community. It will also guide the decision making of the City, County, and development partners.*

Key  
Points  
of the  
**Bystrom  
Vision**



**1 Close Minnehaha north of Franklin.** This goal is the primary reason the Seward Neighborhood is interested in the Bystrom project. We want to be able to walk comfortably and safely along Franklin to the LRT station. Closing this segment of Minnehaha will reduce the number of crossings and create more regular blocks that will allow for future pedestrian and transit-friendly building/site design.

**2 Intersection of Minnehaha Ave and 22nd Street.** This intersection is the last impediment for many residents walking to the Franklin Station. The intersection should be designed to allow pedestrians to cross comfortably, safely and easily.

**3 Pedestrian Connection Through Site.** Create the most direct pedestrian connection possible from 22nd St to the Hiawatha LRT trail. Take inspiration from nearby Milwaukee Avenue for a pedestrian street's potential to create a green, inviting public gathering space.

**4 Treat Hiawatha LRT Trail** as a public face to the Bystrom site. Orient buildings with entries and windows facing the trail.

**5 Connection between LRT Trail and E 24th St.** Create a connection that is easy for both bicycles and pedestrians to maneuver.



# IDENTITY



***We envision the Bystrom Bros. site to be a mixed-use, green development that reinforces Seward's unique character and sets a precedent for both the process and outcome of distinct urban design.***

Development here should reinforce Seward's identity as a pedestrian- and bike-friendly neighborhood. This site is an opportunity to connect walkers and bikes between the Seward neighborhood and the LRT station/Hiawatha bike trail and to design public spaces that create a strong entry point into the Seward neighborhood.

- The west edge of the site offers an opportunity to pull the perceived edge of Seward up to the LRT Trail and station area.
- Changes where the site intersects Minnehaha Avenue should create inviting connections to and from Franklin Avenue and the adjacent residential area.

# GOOD DESIGN



***We envision the Bystrom Bros. site as a well-designed place that reinforces the unique character of Seward as an urban, green, multi-cultural neighborhood.***

By examining examples of other developments throughout the Twin Cities, we found that:

- Good architectural design, quality building materials, and modest building scale (for the majority of buildings, no more than 5-6 stories) were the elements that most impacted what we found desirable.
- Density per se is not objectionable; large-scale, monolithic buildings are.

Site design should:

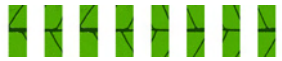
- Emphasize pedestrian and biking as primary modes of movement,
- Create public spaces that are safe, well-lit, and welcoming,
- Orient windows to take advantage of the views of Downtown and the west horizon.

Buildings should be designed to endure the test of time, with:

- Materials that age well, and
- Structures that are flexible enough to adapt to changing uses.



# MULTI-MODAL MOVEMENT



***We envision the Bystrom site as a ground-breaking development from an alternative transportation perspective.*** The design will draw on historic precedents (like Milwaukee Avenue) and cutting edge tools and techniques to make walking and biking safe, attractive and easy. Due to its location adjacent to transit, pedestrian and bike infrastructure, the developer has heightened responsibility to connect people to that infrastructure.

## **1 – Facilitate multi-modal lifestyles by increasing the number of places to work and live that cater to pedestrians, bicyclists, and transit riders. Specific strategies might include:**

- Inside, convenient bike storage at entrances.
- Ample and conveniently located outside bike storage.
- Area for bike repair in residential buildings.
- Shared vehicles on-site (Hour Car or similar program) accessible to the surrounding neighborhood.
- Benches or other public seating to allow peds a rest stop and encourage interaction in public space.
- A bus stop adjacent to the site (the #24 bus runs down Minnehaha).
- Minimal surface parking lots.

## **2 – Link existing bike/walk/LRT infrastructure so that alternative transportation functions more effectively throughout the entire neighborhood.**

- Site design should provide the most direct pedestrian connection possible from existing 22nd Street to the LRT trail.
- Special care should be taken to make sure the intersection of Minnehaha and 22nd is inviting for pedestrians to cross.
- Limiting vehicle traffic on Minnehaha north of 22nd Street is an important part of making Franklin Avenue work better, as an access route for pedestrians and bikes to the LRT.

## **3 - Development on the site should allow and encourage multiple, safe connections in, out, across and along the site.**

# LOCAL ECONOMY & LEADERSHIP



***We envision the Bystrom Bros. site as an opportunity to:***

- ***Strengthen our local economy,***
- ***Drive development with a strong and clear grass-roots voice, and***
- ***Achieve an end result that contributes to and is integrated with the fabric of our community.***

In regards to use:

- The site is primarily a residential site.
- Some office and light industrial would be appropriate.
- See retail only at a limited scale focused at the intersection.
- Do not create a new retail business node/center that competes with the existing retail node on Franklin.

As the design for the street reconfiguration is refined and developers begin to propose and design specific parcels at the Bystrom site, the community will continue to guide the process.

- Prospective developers will receive this community vision.
- Potential projects will be presented to SNG CDC meetings, and will be evaluated based on this document.



# STEWARDSHIP AND SAFETY



***We envision the Bystrom Bros. site as a safe and well-maintained part of our neighborhood. Development at the site will impact the safety of the existing LRT station area and Hiawatha bike trail.***

Pedestrians and bicyclists should have clear, well-defined and well-maintained paths in and around the site that allow convenient and safe access to and from the LRT, the Hiawatha bike trail, Franklin Avenue and the neighborhood generally.

Public spaces and thoroughfares should be inspired by nearby Milwaukee Avenue (car-free pedestrian-scale avenue); uses and design should put “eyes on the street,” lighting, and frequent use to pedestrian, bike and public areas. This should include evening activity so that these spaces feel safe at night.

Intersections generally, and especially at Minnehaha and 22nd, should be controlled for safe turning and crossing by all modes of traffic, including pedestrian traffic. We envision that this intersection will be one of the primary intersections used by people who work and live in the community to connect to the LRT and Hiawatha bike trail.

**Pedestrian and bike connections along and through the site provide an opportunity to not only foster movement but also create opportunities for casual connections between neighbors.**

# SEWARD IS GREEN



***We envision the Bystrom Bros. site as a place that contributes to the environmental health of our neighborhood and the world.***

This site should include green/landscaped gathering spaces that integrate with the urban fabric of our neighborhood. Green spaces should also:

- Use innovative techniques to manage all stormwater on-site.
- Screen and attenuate sound for those who work, live and visit there.

To complement the proximity to the LRT station and bicycle infrastructure, surface parking should be minimized on the site – street parking and underground parking are desirable. In the spirit of “just enough,” parking quantity should assume site residents would own as few (or fewer) cars as current Seward residents. Some strategies to reduce parking demand, might include:

- Hour car availability on site.
- On site bike repairs facilities.
- Financial incentives, such as decoupling housing units from parking spots and subsidized transit passes.

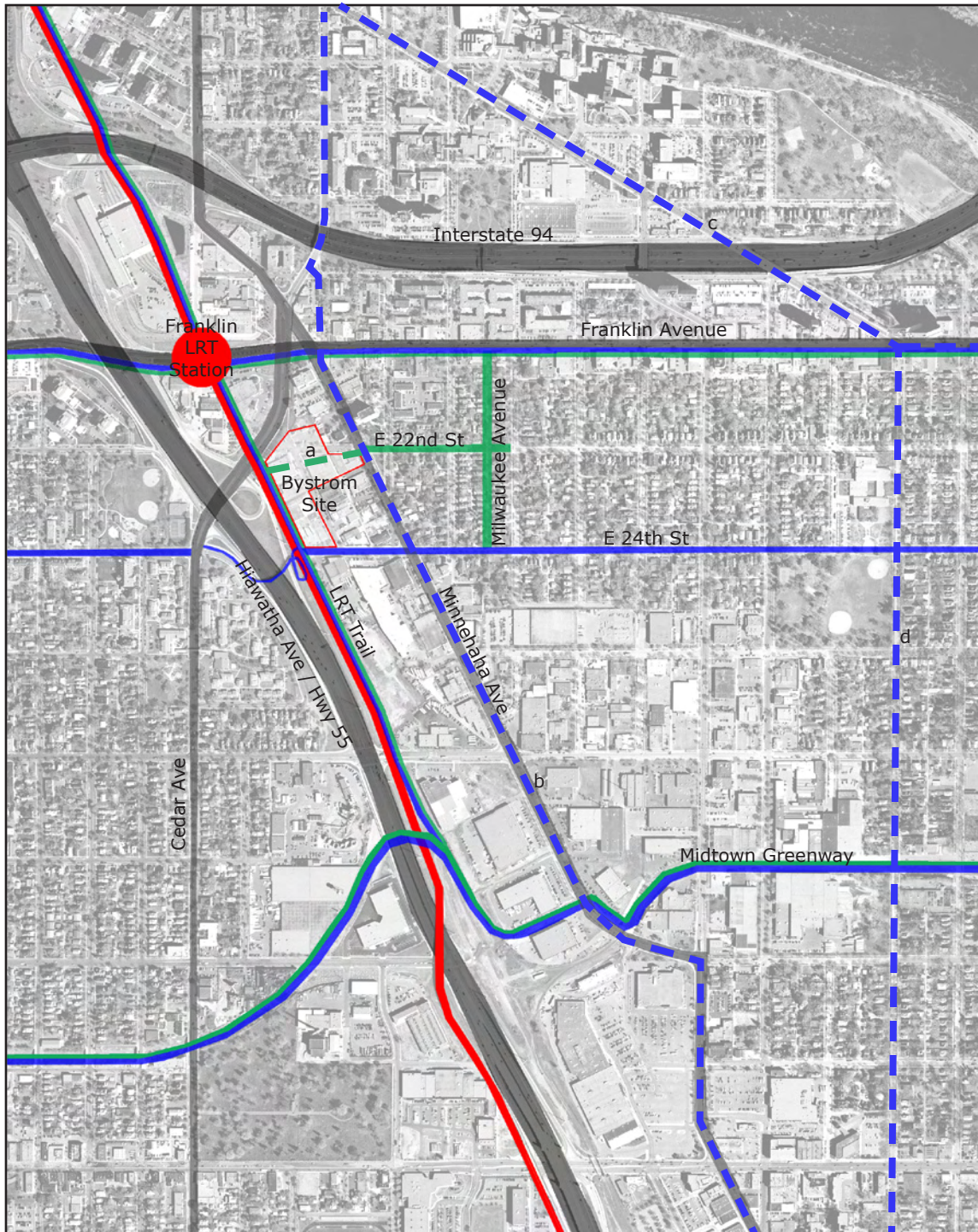
Sustainable density should be balanced with livability and aesthetics. Construction should employ the best financially viable practices of green construction and conservation. New infrastructure and buildings should employ , wherever possible, techniques to maximize on-site storm water management, capture or create energy on site, and other green technology.



# The Bystrom Site in its Context

## Movement

- LRT Station
- LRT Line
- pedestrian route
- - - potential future pedestrian routes
  - a ped route through Bystrom Site
- bike route
- - - potential future bike routes
  - b minnehaha/20th ave bike lanes (NTP funded)
  - c riverside/franklin bike lanes (NTP funded)
  - d 29th Ave bike blvd (not yet funded)
- heavy car traffic



The Bystrom Site is located in an area where infrastructure serving a variety of transportation modes (train, bus, car, truck, bike, walk) collide and compete for space. Despite the presence of an LRT station and a neighborhood population that walks, bikes and uses public transit to get around, infrastructure serving motorized vehicles still dominates.

The Bystrom site has potential to dramatically improve walkability and bikability in the Station Area.

Existing bike/walk infrastructure nearby includes:

- **LRT Trail** - a ped/bike trail alongside the LRT-line that connects to the Midtown Greenway and downtown Minneapolis.
- **E 24th Street** - A local street that serves as a de-facto bike route because of low-traffic volumes and link to the LRT-trail.
- **Midtown Greenway** - Minneapolis' primary East-West bicycle commuter route.
- **Milwaukee Avenue** - One of the only pedestrian-only streets in the city.

### Bystrom Movement Goals

- A direct pedestrian connection through the site to the LRT trail.
- A safe pedestrian crossing at Minnehaha and 22nd St.
- Improved bike access to LRT Trail at E 24th St.

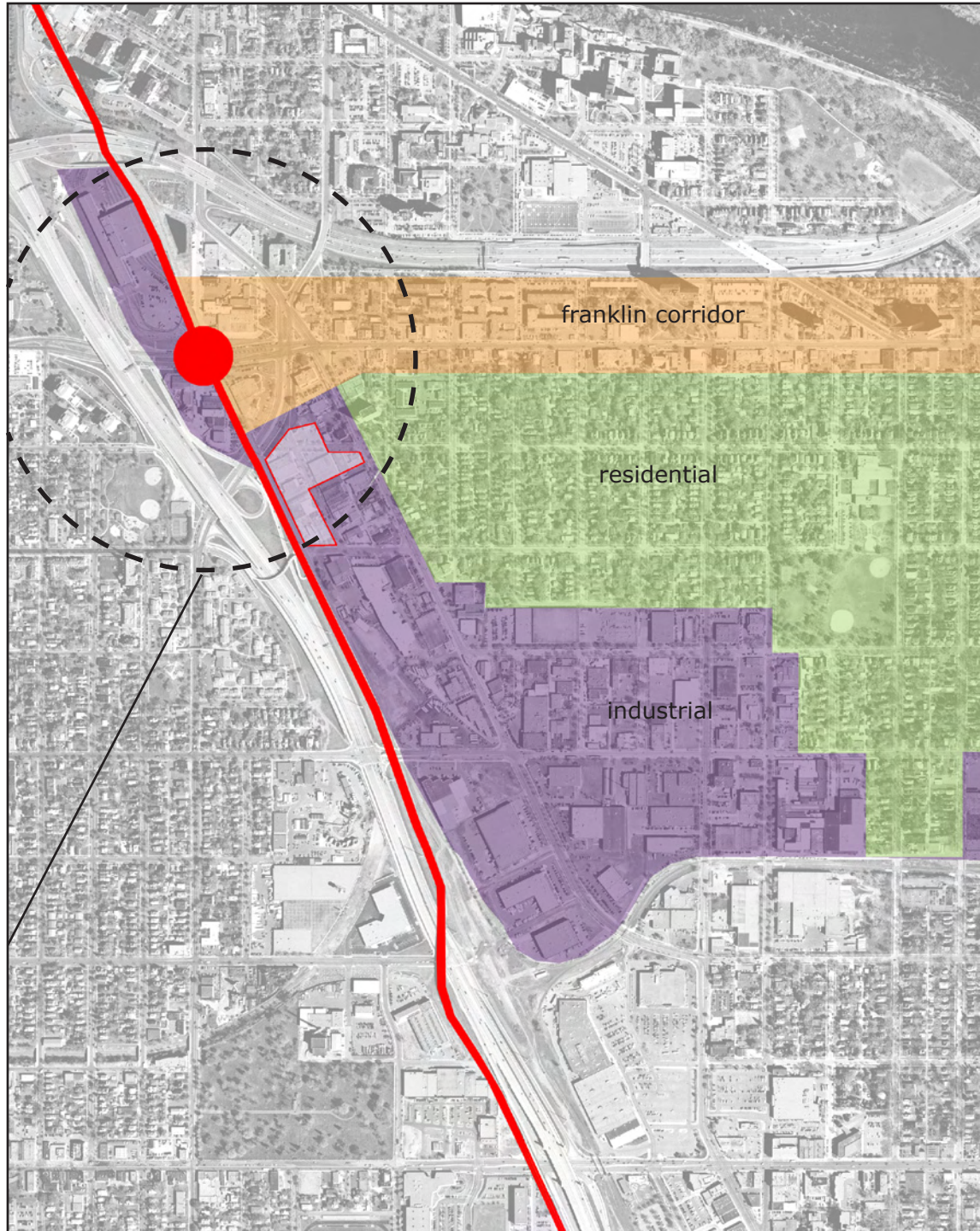


# The Bystrom Site in its Context

## Uses

1/4 mile radius around LRT station

- mixed use
- residential
- industrial



Most of the Bystrom site is within 1/4 mile of Franklin Station. The abundance of car-infrastructure in the area near the station chokes it off from adjacent retail, residential and jobs. With its close proximity to both the LRT Station and the neighborhood core, the Bystrom site has the potential to help better knit these areas together.

The **Franklin corridor** is a mix of commercial and high density residential uses.

The **residential** area is predominately housing (low to medium density) mixed with a smattering of commercial businesses, churches and a school.

The **industrial** area includes a mix of industrial and commercial businesses.

### **Bystrom Use Goals:**

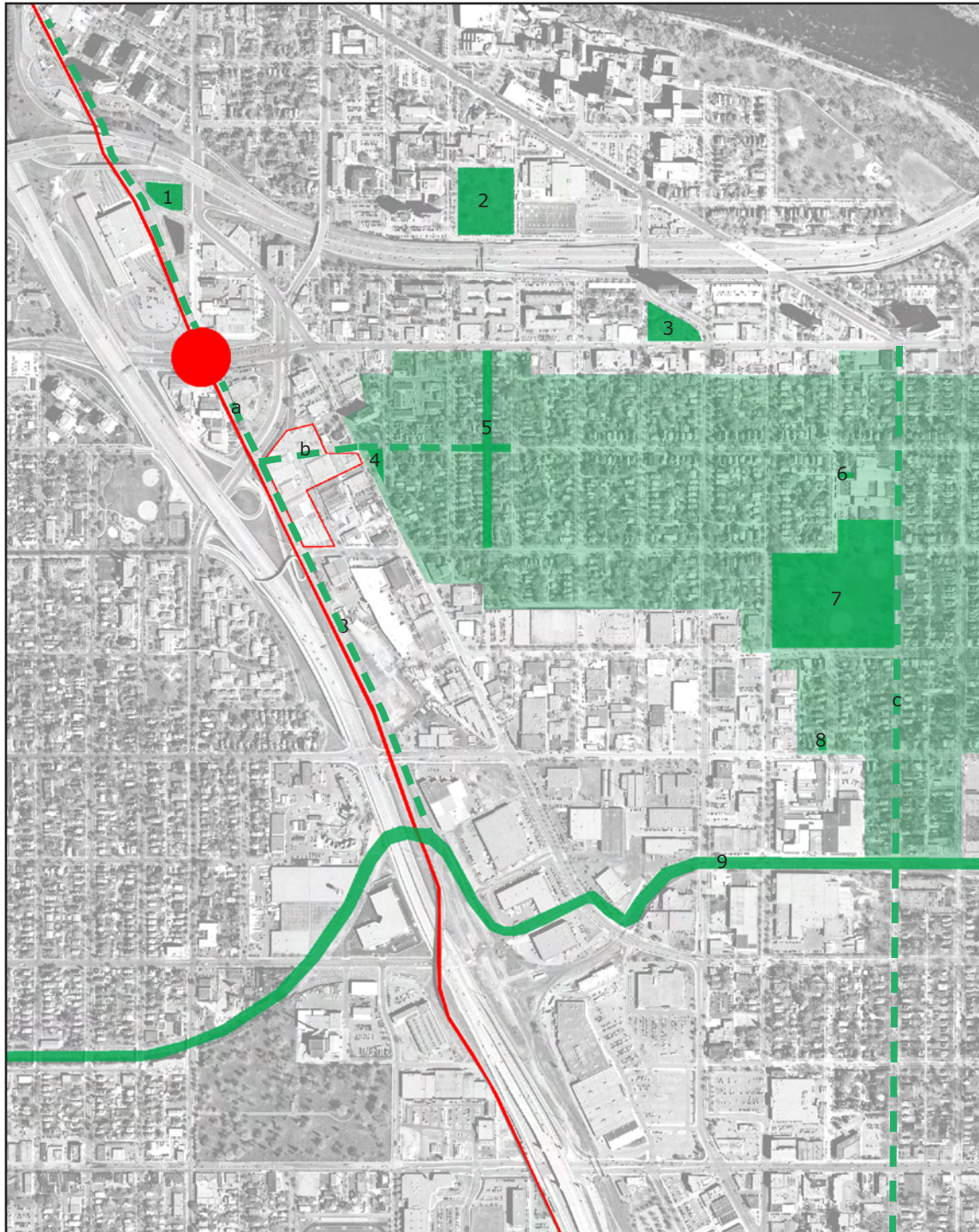
- Help decrease the dominance of car-infrastructure in the station area so that current and future uses are better able to thrive.
- Knit the residential core with the LRT station area by lining the ped route through the site to the LRT trail with uses that will be populated throughout the day and into the evening.
- Create routes through the site that enhance the connection to retail on Franklin Ave.
- Retain job base by including some commercial and light industrial on Bystrom site.



# The Bystrom Site in its Context

## Greening

- green neighborhood core
- green gathering places
  - 1 korean peace garden
  - 2 murphy square
  - 3 triangle park
  - 4 milwaukee ave
  - 5 pocket park
  - 6 peace garden
  - 7 matthews park
  - 8 hub of heaven garden
  - 9 midtown greenway
- potential future green places
  - a lrt ped/bike trail
  - b pedestrian route through site
  - c 29th ave bike blvd



The core of the Seward neighborhood is characterized by people that nurture diverse plant and animal life on their properties. Many streets are lined with mature trees. Collectively, boulevard gardens, diverse plant life and street trees cultivate a **green neighborhood core** that support the health of both the environment and the community.

Spotted within and outside this core are **green gathering places** that people seek out for recreation, walks and gardening. The ped/bike trail that runs along the Hiawatha LRT line, and the proposed route through the site could help link these neighborhood green spaces.

### Green Bystrom Goals:

- Extend the green neighborhood core through the Bystrom site to the LRT trail by nurturing diverse plant-life that manages stormwater on-site and enriches the lives of inhabitants of the neighborhood.
- Design landscape of ped/bike routes through the site (see Movement) to create green gathering places; keep near-by Milwaukee Avenue in mind as inspiration.
- Treat the lrt-trail face of the Bystrom site in a manner that helps cultivate that place's inherent green qualities.

## ADDENDUM:

### Great Ideas in Search of a Home



The following are ideas that people have contributed that either did not have general consensus, were too specific for the vision document, or which may not be feasible for the Bystrom Site. They are listed here to help inspire stronger development projects.

#### Possible Uses

- Senior Housing
- Small Business / Light industrial incubator space
- Destination Businesses, like:
  - o climbing gym
  - o theater showing independent films
  - o copy shop with mailing
  - o day care
- Bicycle-related Business on the LRT-trail
- Transportation-sharing hub for the neighborhood (like Hour Car but even broader ... “Hour Truck”, “Hour Bicycle”, etc.)

#### Design

- Include access to rooftop gardens or greenhouses for residential units.
- Include public art, sculptures in particular, that reflect the industrial history of this part of the community.
- Include composting for residents and other users of buildings on the site.



# Acknowledgements



Thank you to both the **City of Minneapolis** for funding this work,  
and to the foundations that provide ongoing support  
for Redesign's Transit Oriented Development work:

**Jay & Rose Phillips Family Foundation**  
**The McKnight Foundation**  
**Otto Bremer Foundation**

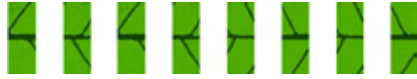
Thank you to Robin Garwood and Councilmember Gordon for  
their participation and support in this work.

The Bystrom Development Vision was completed in partnership with  
the Seward Neighborhood Group (SNG) and Seward Civic and Com-  
merce Association (SCCA) with the help of CITY**DESK**STUDIO, Inc.

Thank you to the many volunteers who participated in  
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*Abby Weber, Adele DellaTorre, Bernie Waibel, Brian Hughes,  
Carol Carrier, Cindy Burns, Dan Ibarra, Eddie Mulkeen,  
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Jesse Miller, Jim Welsch, Julie Madden, Kris Nelson, Lisa McLean,  
Mary Colbert, Megan Kellerman, Robin Garwood,  
Sara Nelson-Pallmeyer, Scott Henderson, Suzanne Weinstein,  
Szilvia Hossel-Cox, Winston Cavert*

# franklin avenue development guidelines



We have identified four sections of Franklin Avenue, each with a unique set of opportunities and challenges.

**#1 TRANSIT HUB** : LRT stop to 21st Avenue South

**#2 MILWAUKEE AVE AREA** : 21st Avenue to 25th Avenue

**#3 RIVERSIDE AREA** : 25th Avenue S. to 29th Avenue S.

**#4 THE RIVER ZONE** : 29th Avenue S to 31st Avenue S.

Two areas of Franklin Avenue have revealed themselves as priorities for redevelopment for the Seward community in the coming 3 years: the Transit Hub and the Riverside Area.

Two sections of the Avenue are recommended to have modest work in the coming 3 years: the Milwaukee Ave Area and the River Zone.

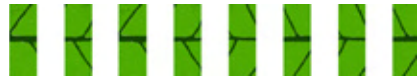
Recommendations for each section of the Avenue are followed by general development principles. Our work is grounded in the Core Values for Franklin Avenue, adopted by SNG, SCCA, and Redesign and created through the Franklin planning work in 2008. This document also draws from principles set forth in the Franklin Station Area Master Plan (the "Master Plan") previously adopted by the City and neighborhood.





# transit hub

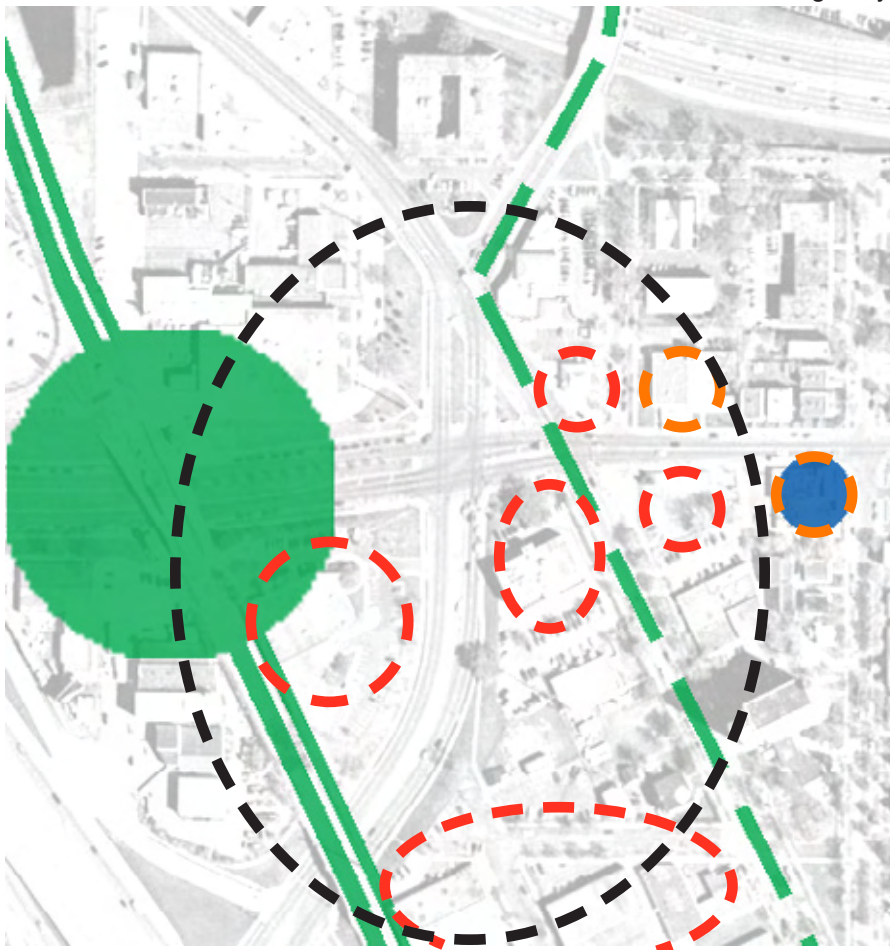
## transit hub introduction









The Transit Hub is anchored by the Franklin LRT station and also includes major bicycle/ pedestrian infrastructure (the LRT trail) and several bus routes. This zone is bisected by Cedar Avenue, which is the principle North-South thoroughfare that connects to the Phillips and Cedar-Riverside neighborhoods.

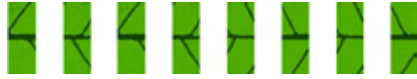
This zone has significant potential to become a prominent asset for the neighborhood. The neighborhood hopes to create an accessible and safe station area; development near the station that populates the area with active uses is key to making this zone safe. However, the existing intersections with Cedar and Minnehaha Avenues create small and irregularly shaped parcels that limit potential for pedestrian and commercial improvements. Hence, many of the opportunities for improvement in this zone rely upon modification to existing street infrastructure.

### Assets and Opportunities in the Transit Hub



In the next decade, the neighborhood wants to see this area transformed by a variety of populated, pedestrian-oriented, street-level uses that give pedestrians enjoyable and safe access to the LRT station and path.

-  key development sites  
Bystrom site  
AIOIC site  
Fairview MIS site  
Taco Bell parcel  
Blue Nile parking lot
-  facade/landscape projects  
Fire Station  
Blue Nile
-  street improvements  
improve connection to LRT  
(see Bystrom Vision for details)
-  neighborhood services  
Blue Nile Restaurant
-  standout infrastructure  
Franklin LRT Station  
Hiawatha bike/ped trail
-  funded infrastructure improvements  
bike lanes on Minnehaha to 20th Ave S



## Key Sites

**BYSTROM SITE** : Redevelopment of the Bystrom Brothers site as outlined in the Bystrom Redevelopment vision (appendix 2.2b).

**AIOIC (1845 FRANKLIN)** : Support AIOIC in achieving the goals for higher density development they set out for redevelopment of their site. Partner as needed/requested to achieve goals of station area plan.

**FAIRVIEW MIS (2020 MINNEHAHA)** : Encourage Fairview to keep these jobs in the neighborhood while working with the community to redevelop this site for higher-density, mixed uses - including first floor retail/services facing Franklin.

**BLUE NILE PARKING LOT** : Explore options with the owner for potential future development that extends the Milwaukee Ave Area towards LRT station as part of higher-density, mixed-use redevelopment - including first floor retail/services facing Franklin.

**TACO BELL PARCEL (1931 MINNEHAHA)** : As Minnehaha is vacated between Franklin and Cedar, explore options with the owner to become the ground floor user in a higher-density, mixed-use redevelopment – including first floor retail/services facing Franklin.

## Façade and Landscape Improvements

**BLUE NILE (2027 FRANKLIN)** - Work with the Blue Nile to improve pedestrian amenities, eyes on the street and façade on Franklin Avenue.

**FIRE STATION (2000 FRANKLIN)** : – Explore the potential for public art, community gardening and community gathering space adjacent to the fire station.





## Redevelopment Parameters

**USE** : Sites within this zone are well positioned to house a combination of intensely pedestrian oriented neighborhood and destination businesses as well as higher density housing. Potential destination and services suggested by the neighborhood include:

- First floor retail/services facing Franklin
- Business service providers (copying, etc.)
- Restaurants
- Professional services
- Post office
- Performance/rehearsal space

**TRANSPORTATION** : New buildings should be sited and designed to fully complement the transit, bicycle and pedestrian infrastructure available in this area while minimizing parking demand and car-trips generated.

**SCALE** : higher density, potentially 4-5 stories.

**AMENITIES** : strong emphasis on pedestrian walkability on Franklin Avenue, especially improving pedestrian connections to the LRT Station.

**IDENTITY** : signature architecture and recognition of sites within this zone as gateways to the community.

**OTHER** : Relocate high-tension power line to the center of Cedar to minimize building setbacks at AIOIC and other sites north of Franklin, permitting development of a better pedestrian environment.



## Street Improvements

Vacate Minnehaha Avenue north of Franklin as outlined in the adopted Franklin Station Area Master Plan. This simplification of the intersection is a high priority for the neighborhood to create easier and safer bicycle and pedestrian access to the LRT station.

Narrow the Minnehaha crossing on the south side of Franklin Avenue to make it easier for pedestrians and bikes to cross the street.

Modify intersection of 21st Avenue South and Minnehaha Avenue to minimize through along 21st Avenue between from Minnehaha to Franklin..

Complete streetscape improvements on Franklin Avenue as outlined in the T-21 application, including street trees and pedestrian lighting. Add wayfinding (signage, banners and kiosks).

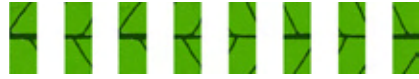
Crossing – improve flow-walks (east to west along Franklin Avenue) to allow pedestrians and bikes to get to and from the LRT in an environment that is safe, comfortable and welcoming. Work with County and City public works to identify improvements to cross-walks, signage, potential of bump-outs or other tactics to improve walk- and bike-ability.

LRT Access – create a plan to formalize and improve the “cow-paths” to the station platform.









# milwaukee ave area

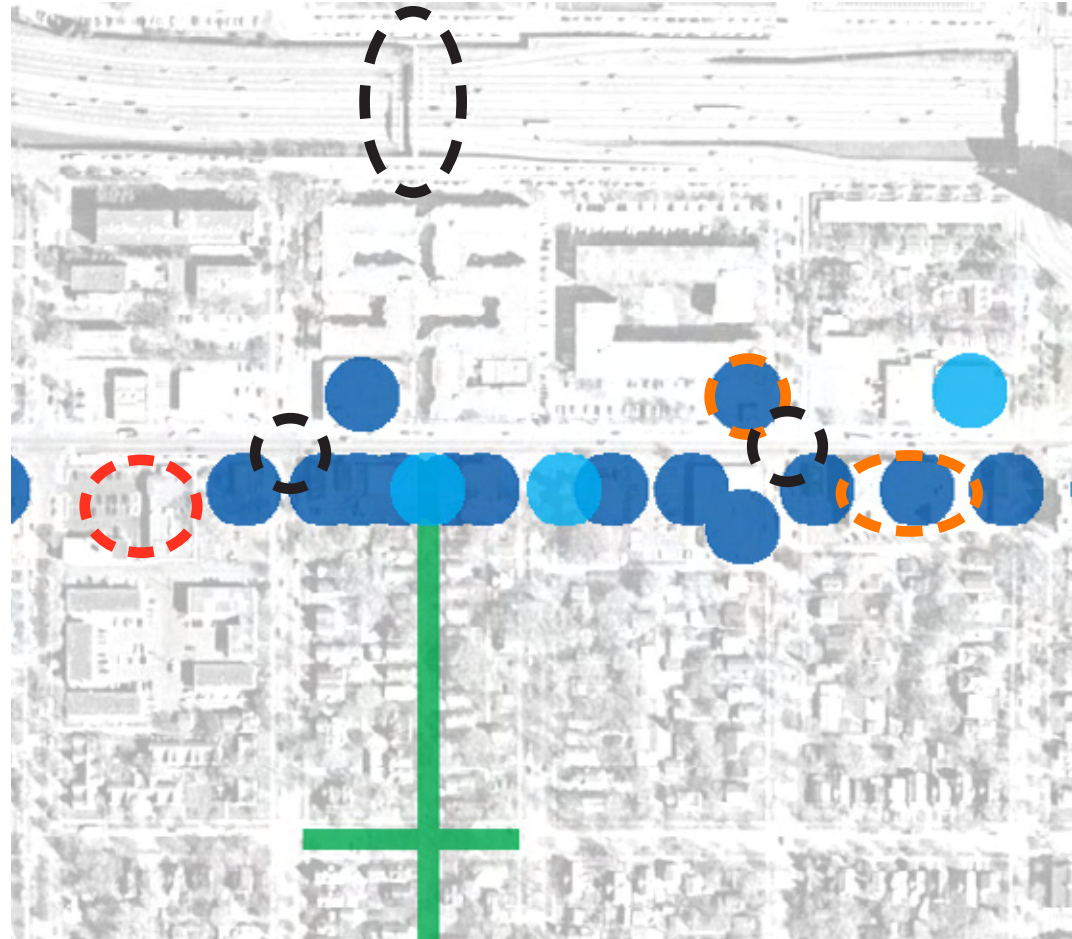
## milwaukee ave area introduction



This zone has a variety of thriving businesses and the strongest pedestrian environment on the Avenue. The priority will be to maintain and improve the strength of this area.

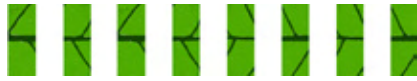
-  key development sites  
2111 E Franklin (former Co-op)
-  facade/landscape projects  
Tasty Freeze  
Metro Place
-  infrastructure improvements  
upgrade crossing @ 22nd & Franklin  
improve connection to Augsburg  
create crossing @ 24th & Franklin
-  destination business  
Hoffman Guitars  
Playwright's Center  
Northern Clay Center
-  neighborhood services  
Seward Cafe  
Pizza Luce  
Welna II Hardware  
Tracy's Saloon  
Movement Arts Center  
2nd Moon  
Mezzanine Salon  
Sophia's Salon  
Shabelle Grocery  
Hayat Beauty Salon  
Tasty Freeze  
Himalayan Restaurant  
Seward Dry Cleaners  
Seward Market
-  standout infrastructure  
Milwaukee Avenue

### Assets and Opportunities in the Milwaukee Avenue Area



development guidelines

# milwaukee ave area



## Key Sites

**MAINTENANCE** : Attract new businesses to promptly fill any vacancies while maintaining a strong retail mix.

**“OLD SEWARD CO-OP” ( 2111 FRANKLIN)** : Identify a high volume, neighborhood-serving, locally-owned retail business at the street frontage to complement the bakery business of the new owner.

## Façade and Landscape Improvements

**METRO PLACE** : Encourage the owner to improve signage at existing businesses and fill vacancies (small local serving retail/service); improve awnings to light and shelter pedestrians, add bike parking; secure shared parking agreements with adjoining businesses.

**SEWARD MARKET (2429 E FRANKLIN)** : Work with owners to improve facade’s pedestrian amenities and increase greenery.

**FRANKLIN FREEZE (2328 FRANKLIN)** : Work with the owner to increase green space and update building façade.

## Street Improvements

Cross walks – improve pedestrian comfort when crossing Franklin Avenue.

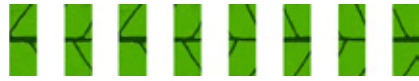
Franklin and 22nd Avenue is the highest use corner along the Avenue. Improve greening, pedestrian and bike amenities, and way-finding.

Improve the pedestrian connection to Augsburg, including way-finding signage and maintenance.

24th Avenue – Create a highly visible crosswalk using enhanced markings, bump outs, signage and lights or other tactics to improve pedestrian safety.

# riverside area

## riverside area introduction



The recent move of Franklin Avenue's anchor tenant (Seward Co-op) has shifted considerable intensity of activity to this formerly quieter segment of the Avenue. This brings both opportunities for new commercial development and the challenge of addressing new traffic issues



**key development sites**  
 Franklin Creamery Building  
 Perkins parking lot  
 2700 Block of Franklin (S side)  
 Shell Station



**facade/landscape projects**  
 Bethany Lutheran  
 2525 Franklin



**street improvements**  
 crossing between park & Seward Tower  
 more accessible crossing @ 26th & Franklin  
 upgrade crossing @ 27th & Franklin  
 safer crossing @ Riverside/29th & Franklin  
 bikeway along 29th Avenue



**destination business**  
 Wing Young Huie Photography  
 Fast & Furless Vegan Boutique  
 Zipp's Liquors  
 True Thai  
 Seward Co-op



**neighborhood services**  
 Bethany Lutheran  
 Wells Fargo  
 ArtiCulture  
 Jim's Barbershop  
 Russel Dentists  
 Crown Video & Tanning  
 Shell Station

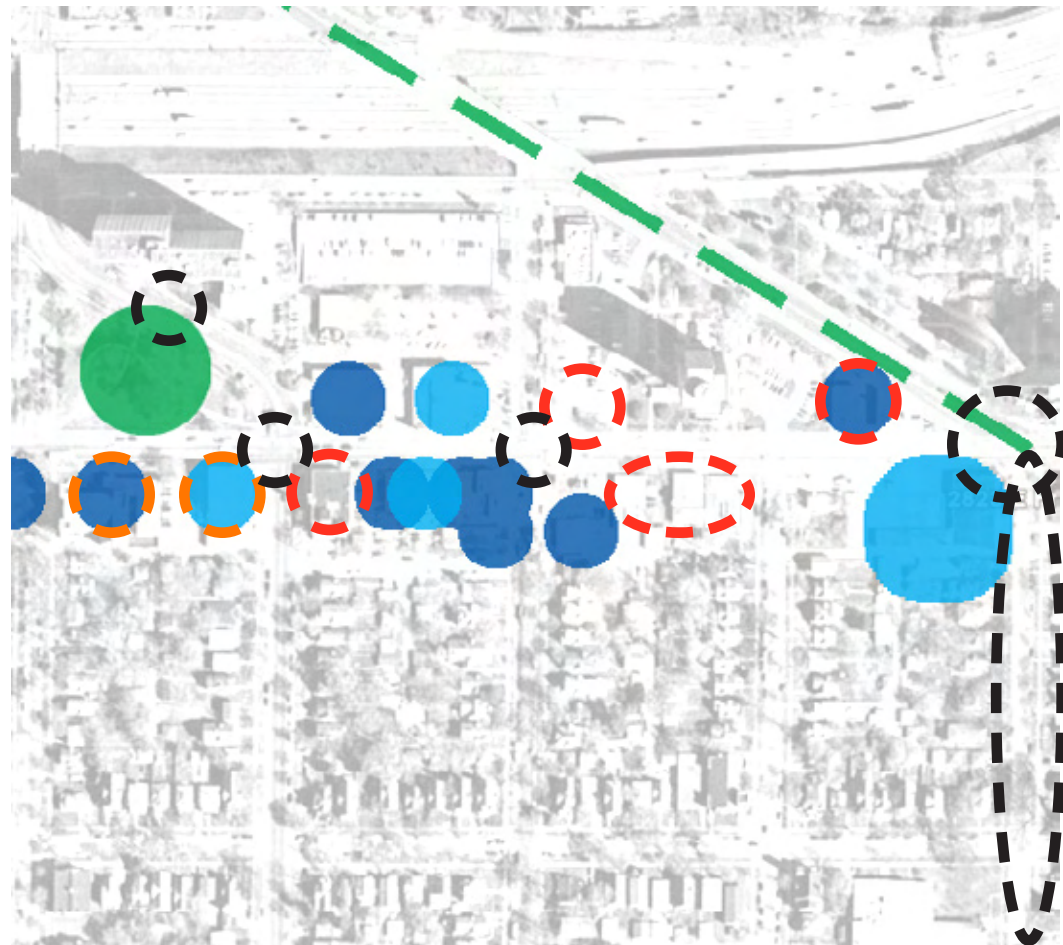


**standout infrastructure**  
 Triangle Park



**funded infrastructure improvements**  
 bike lanes on Riverside Ave (2010?)

### Assets and Opportunities in the Riverside Area





# riverside area



## KEY SITES

**SHELL STATION (2817 RIVERSIDE)** : The use and condition of this gateway site is a high priority for the community. The gardens maintained by the prior owner at the site are recognized by the community as a strong asset. Any potential changes in use would likely require additional parking – a shared parking agreement should be sought with adjacent businesses.

**2700 BLOCK OF FRANKLIN** : This block is located between Seward Co-op Grocery, the Avenue’s retail anchor, and the thriving 2600 block of retail, which includes True Thai, Zipp’s Liquor, Wells Fargo and other retail businesses. Explore opportunities to create a more continuous pedestrian environment through this block. If an opportunity presents itself, redevelop the south part of the Perkins parking lot for a retail/commercial building at the Northeast corner of Franklin and 27th Avenue.

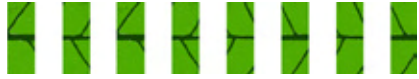
**THE FRANKLIN CREAMERY (2601 FRANKLIN)** : If an opportunity presents itself, reposition this building to take full advantage of its strong architectural foundations and prominent location. Any renovation should honor the historical architecture of the existing structure, remove covering of windows on the second story, and add lighting, greening and other amenities to improve the pedestrian streetscape. Encourage first-floor retail/services facing Franklin.

## Façade and Landscape Improvements

**SW CORNER OF 26TH AVE AND FRANKLIN (2525 FRANKLIN)** : Modify the first-floor façade with larger window openings that create more interaction with the street and contribute to a better pedestrian environment.

**BETHANY LUTHERAN (2511 FRANKLIN)** : Work with existing owners to explore options to improve maintenance of this building’s aging façade.

# riverside area



## Redevelopment Parameters for the Riverside Area

**USE :** destination or neighborhood serving professional services, or a mix of uses including retail/restaurant, professional and housing.

**AMENITIES :** strong emphasis on pedestrian walkability on Franklin Avenue and resources for bikes, as they go to and from the river, the greenway, the LRT Station and the imminent Riverside bike path, including improved signage and awnings, buildings that front the street, ample windows/eyes on the street, greening and bike parking.

### Street Improvements:

Study traffic between neighborhood and Highway 94 to determine if there are any possible modifications to circulation patterns that would simplify highway access while improving pedestrian safety on Franklin.

26th Avenue – make crossing at intersection with Franklin safer and easier for all users with marked crosswalks and count-down timers in all directions. Create a safe crossing to directly connect Seward Towers West residents to their green space at Triangle Park. Work with County and City public works to identify improvements to cross-walks, signage, potential of bump-outs or other tactics to improve walk- and bike-ability.

Traffic – study and consider needs to address parking and north-south circulation throughout the area, including 25th Avenue, 26th Avenue, 27th Avenue and at Riverside / the new Co-op location.

29th/Riverside/Franklin Intersection – Make improvement to intersection to improve pedestrian safety and traffic circulation.

29th Avenue – Make improvements to 29th Avenue that enhance the bicycle connection between Riverside (scheduled to have bike lanes added) and the Midtown Greenway and Lake Street.

27th Avenue – improve crossings, especially across Franklin.

# river zone

river zone introduction



The River zone is close to the Mississippi River, strong single-family housing, the West River Parkway bicycle route, the University of Minnesota and Fairview-University Hospital, with a mix of housing and some retail on the south side of Franklin and high-density housing on the north.

## Assets and Opportunities in the River Zone

- 
**facade/landscape projects**  
 Woodland Stoves / Cushman Motors  
 Raja's Majal
- 
**destination business**  
 Woodland Stoves / Cushman Motors  
 Close Architecture
- 
**neighborhood services**  
 Joan of Art  
 Raja's Majal
- 
**standout infrastructure**  
 Mississippi River  
 East River Road
- 
**funded infrastructure improvements**  
 bike lanes on Franklin (E of Riverside)  
 and over bridge (2010?)







## Façade and Landscape Improvements

**RAJA'S MAHAL SITE (3025 FRANKLIN)** : Work with the owner to improve pedestrian amenities, eyes on the street and façade on Franklin Avenue.

**WOODLAND STOVES / CUSHMAN MOTORS** : Work with owners to improve pedestrian amenities and increase greenery.

## Redevelopment Parameters for the River Zone

**USE** : Any redevelopment in this area should be predominately residential.

**SCALE** : reuse of existing buildings or new development at no more than 3 stories. Step down the scale of buildings closer to the river.

**AMENITIES** : Emphasize pedestrian walkability on Franklin Avenue and resources for bikes, as they go to and from the river, the greenway, and the Riverside bike path, including use of awnings, buildings that front the Avenue, ample windows, greening and bike parking.

## Street Improvements

Bike Lanes – work with the City to insure completion of funded bicycle lanes from Riverside Avenue to the Mississippi River, including signage to connect to the bicycle lanes planned for Riverside Ave and the bike route down 29th Avenue to the Midtown Greenway.

# development principles

## Franklin Avenue Development Principles

*These development principles apply to all of Franklin Avenue.*

### OVERVIEW

Any development in the Seward Neighborhood should engage and express the distinct character of Seward as a place, as an urban neighborhood, and as a community of active residents and business owners.

Franklin Avenue is and should remain Seward's primary commercial corridor (its "Great Street").

Any development should reinforce Seward's core values, expressing and reinforcing: a distinct identity, good design, multiple modes of movement, local resources/assets, safety and stewardship, and all things green.

Any development, whether initiated from within or from without, should be open to community input as an integral and necessary part of the decision-making process.

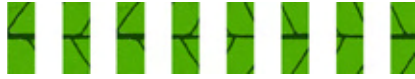
The four conceptual themes identified as part of Franklin Planning (crossing, wayfinding, biking, and greening) can and should be extrapolated and applied to proposed developments where appropriate.

### USE

When possible, a mix of commercial uses, including retail, office and service uses should be located at street-level in Transit Hub, Milwaukee Ave Area and Riverside/Co-op Segment.

Large blocks of single-use or same-type uses should be avoided to provide a diversity of destinations that will attract pedestrian traffic throughout the day.

Retail, small office and service businesses should be oriented toward Franklin and along other primary pedestrian routes. Secondary and service entrances and parking areas should be primarily located away from Franklin and other pedestrian routes.



## DESIGN

Time, energy and resources should be invested in designing buildings and landscaping that contribute to the built fabric of our community. Buildings, facades and landscaping should be:

- Human scaled
- Urban
- Green
- Energy Efficient
- Artful
- Easily maintained
- Safe
- Graffiti resistant
- Durable

Setbacks for new commercial buildings should provide for adequate pedestrian circulation space.

When there is an opportunity, create a landscaped boulevard between the sidewalk and Franklin Avenue.

The scale of new buildings should relate vertically and horizontally with adjacent buildings and other neighborhood structures. Human scale in material and detail should be incorporated to provide visual interest and a sense of safety.

Varied architectural elements including pedestrian height windows, articulated surfaces, entry porticos, exterior lighting, pedestrian-oriented signage, and amenities such as awnings, or attached planters are encouraged.

Landscaping should be used to reduce storm-water run-off, soften hard surfaces and create inviting places to gather.





## PARKING

All businesses should provide bicycle parking for employees and customers. Bicycle parking for customers should be conveniently placed close to main entries to businesses and where it can be easily monitored.

On-street parking opportunities should be maximized to support local retail.

Parking lots on and near Franklin should have shared parking agreements to serve all nearby businesses.

Parking lots on corners should be avoided.

Residential properties on and near Franklin should have underground parking.

In cases where residential is incorporated with commercial uses, clear distinction should be made between commercial and residential building entries.

Buildings along secondary pedestrian routes and those that are served by large parking lots typical of sites along Minnehaha Avenue and Cedar Avenue south of I-94 should be redeveloped with underground parking and oriented to the street where feasible. In these locations, buildings should present entrance doorways, lots of transparent windows, and signage to the street.

Street-facing entrances should be emphasized; entrances from parking areas may be permitted as a supplement. Where space is tight, parking may occur beside commercial buildings.

Any parking area immediately adjacent to a public sidewalk shall be screened with landscaping and/or decorative fencing.