

Intersections: The Downtown 2025 Plan



Throughout our 60-year history, the mpls downtown council (mdc) has had work plans that span 10-15 years and provide a vision for what the future of our downtown holds. *Intersections: The Downtown 2025 Plan* was implemented in 2011 and guides our initiatives and missions for creating an extraordinary downtown.

- 2025 plan initiatives:**
- 1 | Double downtown’s residential population; expand Class A office space by 3 million square feet
 - 2 | Transform Nicollet into a “must-see” destination
 - 3 | Build a Gateway Park
 - 4 | Create a consistently compelling downtown experience
 - 5 | Build a Vikings stadium
 - 6 | Lead the nation in transportation options
 - 7 | Create and sustain green infrastructure – and showcase the riverfront
 - 8 | Forge connections to the University of Minnesota
 - 9 | End Street Homelessness
 - 10 | Launch a festival of ideas and civic engagement



U.S. Bank Stadium opened July 2016



The new Nicollet was unveiled November 2017



year-round, free programming



70+ new businesses, 3M SF office space



Launched Minneapolis Idea eXchange in 2014

Published in the fall 2011, numerous active committees led and populated by volunteers from the downtown business community have made great strides pursuing the ten goals of the *2025 Plan*. Their work will continue as outlined on the next page.

While many of the goals of the *2025 Plan* remain highly relevant to today’s downtown, it is also time to prepare for what comes next by laying the ground work for a new planning process in the near future.

Key steps in preparation include:

- Engaging emerging young leaders
- Quarterly forums on key topics
- Cooperative research projects
- Communication with public sector partners on shared priorities

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Here is how we will continue to engage interested volunteers to make additional progress in coming years leading up to a renewed planning process.



Nearing 50,000 residents
Goal: 70,000

development

- Downtown Development Work Group
- Explore Downtown Living
- Office Task Force
- Building Minneapolis Together
- Retail Stakeholder Group

greening and public realm

Affinity Group – regular communications and topical meetings as needed

New greening:
The Commons (2016)



Metro Transit named 2016
APTA System of the Year

transportation committee

Every other month meetings focused on transit and mobility for downtown, connection with public sector projects, and imagining our transportation future

downtown community

- Downtown Experience Advisory Group
- Support for major events
- Inclusive Downtown Action Group
- Chameleon Consortium



Continued outreach &
education campaigns

ending street homelessness

- Public education outreach to the community
- Meaningful Daytime Activities



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