July, 2007

Neighborhood Planning for Community Revitalization (NPCR) supported the work of the author of this work, but has not reviewed it for publication. The content is solely the responsibility of the author and is not necessarily endorsed by NPCR.

NPCR is coordinated by the Center for Urban and Regional Affairs at the University of Minnesota. NPCR is supported by grants from The Minneapolis Foundation, the McKnight Foundation, The Bremer Foundation, and The St. Paul Travelers Foundation.

Neighborhood Planning for Community Revitalization
330 Hubert H. Humphrey Center
301 - 19th Avenue South
Minneapolis, MN 55455
phone: 612/625-1020
e-mail: ksn@umn.edu
website: http://www.npcr.org
West Broadway Gateway Project
CURA Intern: Craig Wilson, MLA and MURP candidate

Juxtaposition Arts collaborated with Hawthorne Area Community Council, Northside Residents Redevelopment Council, and West Broadway Area Coalition to plan for a gateway project along West Broadway Avenue. The collaboration sought assistance from CURA in conducting background research and developing a plan for the gateway. The project aided the collaboration in gaining support for creating a more welcoming environment at the entryway to the community along West Broadway from the Mississippi River west to I-94.

Research concluded that the Northside of Minneapolis is largely walled-off by public infrastructure from city amenities such as major arts institutions, affluent southwestern neighborhoods, the Chain of Lakes, the Central Business District, Theodore Worth Park, the Mississippi River, and middle-class northern and eastern neighborhoods. This has discouraged investment and commerce in the Northside effectively ‘ghettoizing’ many poor, youth, and minority residents. In particular, the gateway study area is a poorly designed, unmaintained, and extremely hostile environment—especially for children. This is noteworthy because nearly 60% of Northside residents are under the age of 18.

Area stakeholders and community partners were organized to develop a remedy for the study area. Four major sites were chosen for redevelopment along Washington Ave: the I-94 bridge, N. 2nd St., the CP Rail bridge, and River Road. This effort employed pedestrian oriented design and art to reconceptualize the area as a humane place reflecting the identities of area residents, most notably African-American and youth. The concept developed was named ‘ReMIX’—borrowed from hip-hop culture where common objects are ‘remixed’ into new works of art.

A highly graphic project presentation and brochure were created to effectively communicate the vision of the Gateway to stakeholders and potential developers (see links). Ultimately, area property owners in the area granted permission for the use of their properties as staging areas for art projects which has led to the development of a pocket park at N. 2nd Street and Washington Avenue. The projects partners hope to implement more stages in the near future.
Juxtaposition Arts’

ReMIX
The Northside
The Northside ‘walled-off’
West Broadway
Study area
Hard data...
Let’s take a tour...
Study area ‘looking northward’
Eastbound ‘suburban scale’
I-94 bridge ‘freeway scale’
View from I-94 bridge
View of the ‘great void’
Westbound ‘do-not-enter scale’
Washington & I-94 ‘ugliness’
'Dangerous infrastructure'
‘Anti-pedestrian’
‘Anti-children’
‘Un-kept’
‘Forgotten’
CP Rail Bridge ‘boundary’
‘Other side of the tracts’
Kids encountered in the area
West Broadway and children
Minneapolis demographics
From a child’s perspective...
Working with youth to design...
Stewart: Weight: 150 lbs, Height: 5'7".

Bus: Height: 5'8".

Ridge: Height: 5'8".

Penelope: Height: 5'6".

Barbe: 5'1".

Fence: 6'4".

Mailbox: 7'0".

Fence at intersection: 6'4".

Bus height: 7'0".

Man: 6'0".

Bus height: 7'0".

2'0".

5'6".
Vision...
ReMIX phase 1 goals

- Create a sense of place and identity;
- Improve pedestrian accessibility;
- Calm traffic;
- Increase public safety;
- Beautify;
- Enhance natural environment, and;
- Welcome passersby.
Create a gateway
Gateway
Precedents
Create ‘pocket park’
Create ‘art bridge’
‘Terrace’
‘Enhance architecture’
Create ‘landmark’
‘Add sculpture’
‘Mitigate erosion’
‘Renovate natural environment’
ReMIX phase 2 goals

• Increase social capital;
• Provide alternative housing choices;
• Expand the arts district;
• Improve pedestrian accessibility;
• Create an urban environment that promotes street activity, and;
• Reconnect neighborhoods to the Mississippi River.
Create ‘landbridge’
Landbridge
Land use

Purple = industrial
Orange = mixed-use
Yellow = residential
Proposed gateway area
Proposed landbridge over I-94
Example of landbridge, Seattle
Example of landbridge, Duluth
Landbridge section
Proposed ‘afro-artists lofts’
Proposed ‘afro-business incubator’
Proposed “Alley of the Arts”
“Alley of the Arts” section
Summary

• Provide an attractive gateway district;
• Attract extra-neighborhood commerce to local area businesses;
• Provide additional recreational, employment, and empowerment opportunities to North Minneapolis residents;
• Improve property and quality of life values for residents in the immediate radius, and;
• Partner with local area community organizations.