

Newsletter

Seward Redesign / Seward Neighborhood Group / SCCA
2323 E Franklin Ave, Mpls, MN 55406 * Telephone: 612.338.8729 * Fax: 612.399.0739
www.FranklinAvenue.us

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TASKFORCE MEETING TIMES AND DATES

Visual Identity – Landscaping

Mondays at 6:30 PM

Movement

Tuesdays at noon

Community Involvement Crime and Safety

Wednesdays at 6:30 PM

Local Business Vitality/Gateways

Fridays at 8:30 AM

Seward Redesign
<http://www.sewardredesign.org>

Seward Civic & Commerce Association (SCCA)
<http://www.sewardredesign.org/SCCA-about.html>

Seward Neighborhood Group (SNG)
<http://www.sng.org/>

What are our Core Values?

By Emily Wergin,

As we move into developing strategies for Franklin Avenue, we have a working draft of core values to ground our discussion. Below are alterations to the 6 emerging Core Values based on the meetings in week 2:

1. 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.

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.

2. 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



Merwyn sculpture in Triangle Park.

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 complimentary commercial activity that extend the Franklin Avenue business district and the identity and feel of our community all the way to the LRT station area.

TASKFORCE AGENDAS

Meeting #1: Review input to date and set the stage for vision and values

Meeting #2: Set Vision and Values

Meeting #3: Define Strategies

Meeting #4: Detail out test projects

Meeting #5: Finalize and refine, and Celebrate!



SNG Environment Committee

May 19, 2008

Input from the Environment Committee's April meeting was one of the many sources used in developing the Draft Core Values our task forces reviewed in Week 2. During their May meeting last week, this committee provided comments on this draft.

The committee talked about the variety of ways people move along the avenue- car, transit, bike, skateboard, rollerblade, walking. They noted that there needs to be three separate areas: one for cars and motorized transit, one for bikes, skateboards and rollerblades, and one for pedestrians.

The committee also talked about making parking lots less obtrusive to the Avenue by having them behind buildings (like the Wells Fargo parking lot). Another suggestion is that parking lots on the Avenue provide some additional amenity (ie, a small sitting area, bench or additional trees). The committee discussed improving the walkability for all seasons. One suggestion was more trees for shade in the summer. The committee did express a concern about using outdoor heaters to extend the outside dining season if the heaters used non-renewable energy sources.

When discussing sustainable development, the committee made a point that re-use of existing buildings was the best way of recycling materials.

(We hope to get Franklin Avenue Planning on the agenda of all regularly occurring community meetings. We are attending all SNG community meetings and the regular resident's meeting at both Seward Towers. To invite us to participate at another meeting, please contact Katya: katya@sewardredesign.org)

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To **join a task force** or ask a question, please contact emily@sewardredesign.org

Read the Franklin Avenue Blog!

www.FranklinAvenue.us

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Newsletter

What are our Core Values?

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3. 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 culturally diverse, arts-aligned, green, urban, welcoming, student-friendly, safe, comfortable and accessible.

4. Local Sourcing

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.

Connectivity – We will work to attract new core businesses that meet community need, desire, and match our values. but also draw people from outside our neighborhood. We, in turn, should be good neighbors to our neighboring neighborhoods by supporting their destination businesses.

5. Stewardship and 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.

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.

6. 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 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."

We will continue to refine these values in our meetings throughout the next several weeks. To provide additional comment, please submit a letter to the opinion section of this newsletter by emailing emily@sewardredesign.org.



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This is your space!

There is never time in our meetings for everyone to say everything that they're thinking about. If you have a really cool idea, share it here! If you want to rant, this is the place to do it! If you aren't able to participate in a task force but want to contribute to the process, here's your space.

Whatever you have to say, send it to emily@sewardredesign.org for inclusion in the next weeks' newsletter.

Newsletter Word Search

d a b n c n y o w p t e h o a r a r r
i t s e e o i t e u n e v a a e t y e
t i t e e i a n i t t b c r r u b t c
i a v n w t g i t l a c o l o s a i b
s e s n c a t h n r i p i b a e n l g
n r t k e t r i b b p b i s r i o i n
a o e b f r s d m o s t a c a g l b o
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t p a a u p r t a a o h d n l t l k i
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o s s u i a e a u s r t e d d t t w p
o n h t d r t m i n e t s t i s i g r
y t i v i t c e n n o c s e a i i t u
e e p o n n n a p o a i i a d k t c y
s e u l a v a t t p r b s a r e s a s
v s u g g e s t i o n i l i t f p p p
i a c o m m u n i t y k v e v s n m l
c a a d n e g a n o e e c n o n o i s
l k o f r a n k l i n g i s e d e r r

- agenda
- avenue
- bike
- blog
- Committee
- community
- Connectivity
- create
- destination
- Environment
- envision
- explore
- franklin
- Identity
- impact
- Infrastructure
- landscaping
- local
- Neighborhood
- opportunities
- participate
- pedestrians
- Redesign
- reuse
- seward
- skateboard
- Stewardship
- strategies
- suggestion
- sustainable
- taskforce
- transit
- transportation
- values
- walkability
- walkability