Greenway Powers Economic Growth in South Minneapolis
Development Along the Corridor is Red Hot

Ever since it was constructed the Midtown Greenway has been a key driver of economic growth in South Minneapolis. It is one of the few areas in the city where development has continued unabated, even during the economic downturn. Now that the economy is recovering, development along the corridor is red hot.

Currently, there are more than 1,200 new apartment units under construction along the Greenway, including the 3-block long Elan project on the former Bennett Lumber site; Track 29 Apartments near Bryant; Dwell at Calhoun Greenway near Chowen; and the new apartments being constructed at 29th & Lyndale. The Midtown Greenway Coalition played a role in all of these developments, meeting with developers, architects, and city planners to increase public access, safety, and Greenway-friendly building design.

For example, Coalition staff and volunteers held several meetings with Elness Swenson Graham Architects, the group that designed the new Elan Uptown apartments. The architects and the developer, Greystar, were open to our ideas and suggestions for improvements, including adding more public green space, enhancing the public plaza, and providing direct access to the Greenway for residents. The project will be a showcase for Greenway-friendly design, featuring new public access stairs to the Greenway, a public promenade and bridge, and public green spaces for picnics and relaxation.

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MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends of the Greenway,

People see the Midtown Greenway in many ways. First and foremost, people see it as a biking and walking trail used by thousands of people every day. It’s become the spine of the bicycle-commuting network in Minneapolis, making it easy to get across town safely and quickly.

As more and more people bike on the Greenway to get to locations throughout the city, there are fewer cars on the road and less pollution, helping to improve air quality and protect the environment. So, many people see the Greenway as a clean and green solution to reducing our city’s carbon footprint.

Many people see the corridor as a green urban oasis, great for relaxation, gardening, and enjoying the outdoors. This summer and fall we’ve been holding a series of “Family Fun Days on the Greenway,” designed to invite families who live near the Greenway to learn about the trail and use it for recreation, relaxation, and health. We’ve particularly been reaching out to families from immigrant and refugee communities along the corridor, making sure they see that the Greenway is for everyone.

With so many people using the Greenway, it’s no surprise that lots of people see the Greenway as a major economic force in our city, bringing in new construction projects and supporting businesses along the Lake Street corridor. New apartment buildings are going up at record pace, and all are expected to fill up quickly with tenants eager to shop and dine nearby.

The Greenway is also a major transit corridor, owned by the Hennepin County Regional Railroad Authority, which purchased it for a future rail line. At the Coalition, we see a turf-embedded streetcar in the future, keeping the Greenway “green” and bringing more people and even more economic development to the corridor. We’ll be working hard to promote our vision during the Midtown Corridor Alternatives Analysis, which has just launched and will be studying improved transit options on Lake Street and/or the Midtown Greenway.

However you see the Greenway, we hope you agree that it’s a world-class public amenity that is worthy of protection and support. We invite you to join us in our work.

See you on the Greenway!

Soren R. Jensen
Executive Director

WHO WE ARE

The Midtown Greenway Coalition is a coalition of neighborhoods and individuals who love the Midtown Greenway. We’re the organization that got the Greenway built by public agencies, and now we work to protect and enhance it. We grow stronger with each new member. Join us to help protect YOUR Greenway and make it even better!

MIDTOWN GREENWAY COALITION BOARD MEMBERS

The Coalition board of directors consists of one seat for each of the 17 neighborhoods along the Lake Street-Midtown Corridor, and four at-large seats.

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<td>John DeWitt</td>
<td>Margaret Kirkpatrick</td>
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We are currently seeking volunteer board members to represent the following neighborhoods:
- CARAG
- Central
- Longfellow

FOR A LIST OF BOARD MEMBERS’ ROLES AND RESPONSIBILITIES, VISIT WWW.MIDTOWNGREENWAY.ORG. CLICK ON “THE COALITION,” THEN “BOARD OF DIRECTORS,” OR CALL 612-879-0103
The Midtown Corridor Alternative Analysis, now being implemented by Metro Transit, will determine the benefits, costs and impact of implementing a transitway along either the Midtown Greenway or Lake Street. The analysis will recommend the best method of delivering transit service: light rail, streetcar or rapid bus.

The Coalition has been invited to join the Policy Advisory Committee for the analysis. We are pleased that John DeWitt, our Improvements Committee Chair and Board Member, has agreed to be our representative. John has served on our board for many years, representing the Prospect Park neighborhood. He is the co-founder of Transit for Livable Communities, and has extensive experience working on streetcar, bus, and other transit issues.

With John’s help, the Coalition has long advocated for a streetcar in the Greenway, which would connect the Hiawatha LRT and the future Southwest LRT.

In addition to reducing traffic congestion and being good for the environment, streetcars are good for economic growth, bringing new businesses, jobs, and housing. Streetcars in Portland, Tampa, and other cities are spurring billions of dollars of economic growth.

The Midtown Greenway Coalition supports a very specific kind of streetcar, one embedded in “turf tracks” that are single-track in places, helping to keep the “green” in the Greenway.

We look forward to the Midtown Corridor Alternatives Analysis and sharing our vision for the Midtown Greenway Streetcar. To get involved in transportation issues involving the Greenway, contact Soren at 612-879-0105 or soren@midtowngreenway.org.

A turf-track streetcar operates year-round in Kenosha, WI. Photo courtesy Kenosha Area Transit.

MIDTOWN GREENWAY COALITION STAFF
Soren Jensen, Executive Director
612-879-0105
Soren@midtowngreenway.org
Jackie Blair, LVC Administrative & Outreach Coordinator
612-879-0106
Jackie@midtowngreenway.org

MISSION
We empower communities to develop, improve, protect, and enjoy the Midtown Greenway as a green urban pathway to improve people’s lives.

MISIÓN
Nosotros habilitamos a las comunidades a desarrollar, mejorar, proteger y disfrutar del sendero urbano Midtown Greenway para mejorar la vida de la gente.
GIVE TO THE MAX
on November 15th and Double Your Donation!

Sponsors will match gifts to the Midtown Greenway Coalition

Give to the Max Day is Thursday, November 15, 2012. On that day, you can donate to the Midtown Greenway Coalition and have your donations matched from our matching gift fund. But donate early, because last year’s matching fund went fast!

To donate, log on to GiveMN.org and search for the Midtown Greenway Coalition’s page. Or, visit our website at www.midtowngreenway.org for the link.

According to GiveMN.org, “Give to the Max Day was created in 2009 to increase giving to nonprofit organizations across the state and more giving online. It is a day for Minnesotans to come together to raise as much money as possible for nonprofits and schools in 24 hours – starting at midnight on November 15, 2012 through midnight on November 16, 2012. By engaging as many donors as possible to give to their favorite Minnesota charities in one day – Give to the Max Day — GiveMN.org is showcasing Minnesota’s unparalleled generosity to the world!”

Red Hot — continued from page 1

These projects, which are transit-oriented and increase housing density, are great for local businesses and economic growth along and near Lake Street. People want to live near the Greenway, so they can easily walk and bike to local restaurants, bars, grocery stores, and other retailers.

As a nationally produced video stated, the Midtown Greenway is “Good for Biz, Good for Bikes.” The Coalition is proud to be working to help bring sustainable economic growth and development to South Minneapolis.

For information about how you can help guide and support development along the Greenway, contact Soren at 612-879-0105 or soren@midtowngreenway.org.

Elan Uptown apartments under construction, one of many development projects along the Midtown Greenway.
SAFETY A PRIORITY ON THE GREENWAY AND BEYOND

Coalition Focuses on Bike Lanes, Trail Crossings, Crime Prevention and More

Part of the Coalition’s work focuses on getting even more people to bike and use the Greenway. That means we need to make biking on the Greenway – as well as to and from the corridor – as safe as possible.

Recently, we were pleased to partner with the Minneapolis Bicycle Coalition to help promote and support changes to Park and Portland Avenues to improve the bike lanes, including adding a buffer area between bikes and cars.

We also recently worked with the City of Minneapolis and Freewheel Bike to improve safety and reduce bicycle-pedestrian crashes in front of the Midtown Bike Center. New striping and other safety measures will slow bikes down and give pedestrians more room.

In late August, we hosted a planning meeting with the Met Council on a new design for the Midtown Greenway/Dean Parkway ramp. The new ramp will decrease bike-pedestrian crashes and make it easier for everyone to safely enter and exit the Greenway.

Of course, safety also includes crime prevention, which is why we continue to coordinate our Trail Watch safety patrol and our new Crime Prevention Task Force. Trail Watch rides go out each night, and will continue through the winter. Our Crime Prevention Task Force has been working on new ideas for signage in the Greenway, to better help riders and emergency responders know where they are located when calling 911. The Task Force is also working on better lighting, cameras, and police/private patrols. While crime remains low in the Greenway, we’ll never be satisfied until it is virtually nonexistent.

For more information about our Greenway land use and safety programs, contact Soren at 612-879-0105 or soren@midtowngreenway.org.
TO OUR MEMBERS, DONORS AND VOLUNTEERS!
(6/11/2012-9/09/2012. Please call if we have missed you!)

GRANTS
Allina Health
Fidelity Charitable Gift Fund
Lerner Foundation
SUPERA\LU Foundation

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Quality Bicycle Products
Wells Fargo
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Kristy Gloe
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Sarah Halvorson-Fried
Ted Hall
Sarah Halvorson-Fried
Ed Hassler
Ray Hastings
THANK YOU TO OUR TRAIL WATCH SUPERSTARS
(2012 QUARTER 3)

VOLUNTEERED FOR 10+ RIDES:
Neal Axton
Dave Evans
Alekse Hindin
Jim Holm
Paul Holt
Kathy Koch
Rick Stafford
Blake Ward

TRAIL WATCH SPONSORS:
Bikes and Pieces LLC
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Galactic Pizza
Green Mill Uptown
New Belgium Brewing
Pizza Luce

VOLUNTEERED FOR 6+ RIDES:
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Barbara Batchelor
Eric Golder
Tom Holm
Diana Neidecker
Tim Rand
Hokan

WANT TO VOLUNTEER WITH TRAIL WATCH?
Email Jackie@midtowngreenway.org

New Membership Benefits!

When you renew your membership this year (or become a new member) you will receive brand-new benefits! All members will receive a spoke card for their bikes, as well as a membership card, good for discounts at local restaurants and retailers.

Members who make monthly online donations of $10+ (or $120+ per year), will also receive an exclusive Midtown Greenway Coalition member t-shirt.

Thanks to all of our members for supporting our work to protect and enhance the Midtown Greenway!
MEMBERSHIP AND DONATION FORM

Name ____________________________________________
Address ____________________________________________
City, State, Zip ______________________________________
Phone, E-mail ________________________________________

☐ $250 – Greenway Angel
☐ $100 – Greenway Patron
☐ $50 – Greenway Advocate
☐ $25 – Greenway Sponsor
☐ Business $__________
☐ Any amount comfortable for you $__________
☐ Yes, I want to volunteer

My main interest is: _____________________________

Please make your check payable to:
“Midtown Greenway Coalition”
and mail to: Midtown Greenway Coalition
2834 10th Avenue South, Greenway Level, Suite 2
Minneapolis, MN 55407
or donate at www.midtowngreenway.org

CALENDAR OF EVENTS

GIVE TO THE MAX DAY
Thursday, November 15

BOARD OF DIRECTORS MEETING
Fourth Thursdays, 6 PM - 8 PM
October 25, November 22, December 27

GREENWAY IMPROVEMENTS COMMITTEE
Second Thursdays, 6 PM - 8 PM
October 11, November 8, December 13

ARTSPACE COMMITTEE
Third Wednesdays, 5 PM
October 17, November 21, December 19

CRIME PREVENTION TASK FORCE
Second Mondays, 6 PM – 8 PM
October 8, November 12, December 10

Unless indicated, all meetings are held at the Midtown Greenway Coalition’s office (2834 10th Avenue South, Greenway Level, Suite 2, Minneapolis, MN 55407).