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January 19th, 2016

RE: DMNA Support for Target Center Renovation

Dear Jeff Johnson:

The DMNA Board would like to thank you and your team for presenting plans for the proposed Target Center renovation to the DMNA Land Use Committee. At the recommendation of the DMNA Land Use Committee, the DMNA Board voted to support the project as presented to the committee on 1/5/2016. If significant changes are made to the design, the board requests notification and the opportunity to amend its support.

As the Target Center is a City-owned asset and the sixth busiest arena in the nation, upgrading the facility seems to be a strategic investment particularly given the private dollars that will supplement the public sector's contribution. As stated in your presentation, the Target Center (completed in 1990) is older than most arenas in its class and has yet to undergo a substantial renovation. The interior renovations will improve the arena's ability to book national tours and attract guests, while the beautifully-designed exterior improvements will significantly enhance the streetscape and connection to the Skyway system.

The items listed below are program elements that the DMNA has identified as important. Significant changes to, or the elimination of, these would also require notification and the opportunity to reconsider its support.

- The addition of an expansive glass openings throughout the exterior, particularly those at the street-level and overlooking First Ave., will serve to enhance the connection between activity within the building and the adjacent city blocks, thus enhancing the perception of safety and positivity activity on block.
- The two-story glass public entrance at the corner of the 6th Street will serve to improve the building's connection to the corner and enhance pedestrian way-finding.
- The proposed cladding with brushed metal will cover the dated brick and better integrate the arena with the architecture of downtown.

The following suggestions would further improve the project's impact on the neighborhood:

- There is a well-known access problem between the street and Skyway system. If proper exterior signage is provided, the monumental stairway in the main lobby will enhance the connection between the street and the skyway as the Target Center is an easily identifiable landmark. The DMNA further encourages the Target Center to maintain public access to the skyway level through the lobby during standard skyway operating hours.
- As the sidewalk widths around the arena may not allow for planters or trees, vertical opportunities to integrate green features should be explored (i.e. adding vegetative features to walls, hanging planters).
- Sufficient bike parking should be provided on site or on adjacent blocks. Bike parking should be clearly marked and promoted on the Target Center website alongside other parking options. A Nice Ride station should be located within sight of the main entrance
- The windows of the street-level club room should remain unobstructed to ensure that a visual connection with the sidewalk is maintained.
- As this is a tax-payer supported project, the DMNA hopes that management will consider granting in-kind use of the new street-level club space for neighborhood and non-profit organizations on some non-event days.

DMNA requests the right to revisit its support if the project does not commence by Fall 2016.

The DMNA Board looks forward to supporting your team in the successful execution of this project.

Regards,
Nick Cichowicz
DMNA Board Chair