



Appendix – 1.4 KEY STAKEHOLDER INTERVIEWS Loring Park Neighborhood Master Plan



Kim Havey

November 22, 2010

The following is a summary of an interview conducted by Peter Musty, CLPC Master Plan Consultant, attended by Janine Jelks-Seale, Master Plan Steering Committee Member. The notes were reviewed and approved for accuracy by Kim Havey on December 7, 2010.

Kim is a long time Loring resident, living in the Bellevue Condominiums at 1227 Hennepin Avenue. Like many Loring residents, Kim works downtown. His volunteer efforts and activities for the Loring Park Neighborhood include: Past President, Vice President, Treasurer, housing committee chair and land use committee chair. He was a former investment banker with Citibank and Norwest, Empowerment Zone Director for the City of Minneapolis from 1999 to 2004 and now is one of two owners of sustology, one of the leading sustainable design firms in the upper Midwest.

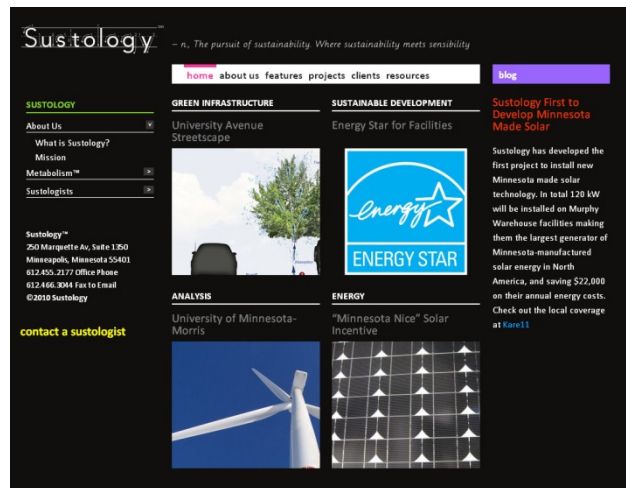
After meeting downtown at his office, we walked for an interview over Sushi.

Kim Havey, AICP, LEED AP

Sustology (<http://www.sustology.com>) is Kim’s consulting firm. Kim introduced us to his associate Mark Steven Apfelbacher, ASLA, LEED AP, and he gave us a tour of his office on the top floor of the Marquette Plaza, (the former Federal Reserve). Kim owns the firm with Craig Wilson, ASLA, APA, LEED AP.

Kim’s office offers a lesson in sustainable interiors. He showed us several of the improvements, including recycled carpet, recycled glass conference room walls, no VOC paints, reused office furniture, new furniture made in the USA in a LEED certified factory - to name a few.

Quickly evident after visiting with Kim and Mark about their work is their intelligence, creativity, very hard work, and commitment to sustainability. As copied from their website, Sustology’s facility assessments “...analyze the flow of organizational inputs and outputs, such as, but not limited to...energy, water, transportation, food, waste, materials, carbon.” Sustology’s areas of practice include, “Energy Use + Production, Green



(Image from: <http://www.Sustology.com>)



(Image from: <http://www.MarquettePlaza.com>)



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Infrastructure, Sustainable Development, Policy & Market Analysis.” They work with a wide variety of clients making buildings and infrastructure more sustainable.

Marquette Plaza

Sustology’s landlord, the Marquette Plaza Building (formal Federal Reserve), hired Sustology to administer USGBC’s LEED-EB O&M certification. (United States Green Building Council’s Leadership for Energy & Environmental Design: Existing Buildings - Operations & Maintenance).

On The Urban Development of Loring

Kim was asked for creative ideas about Loring’s future.

“We need to find a way to be able to say ‘yes’ – not just ‘no’.” (when it comes to new development). Kim believes the community will gain credibility by identifying where development intensity should go in the neighborhood. He cited recent ‘high rise battles’ as an example.

Kim expresses general support for more density (and height), although in the right locations. High rises should be limited directly on the park, for instance. He mentions the idea of a higher building proposed for behind the Eitel Hospital – this could have worked – as well as on Nicollet Avenue – perhaps between 8 to 30 stories.

On Nicollet Ave...

Kim wondered: Is it really our highest priority to make connections to the south on Nicollet across the Interstate? Can we focus/should we focus on growing to the west and north of the Nicollet district (towards downtown)? Fourteenth & Nicollet holds potential for redevelopment, and he believes (a majority) of the one story buildings there do not hold particularly high historic value. He believes 15th & Nicollet holds potential as well (for redevelopment/higher intensity) – on both sides. It is important that all new development – or intensity – long term, should be pedestrian oriented.

Harmon

“Harmon is tricky.” Having said that, he then provided several ideas for the district. They included:

- infill of surface parking lots
- reuse of existing historic buildings
- some historic demarcation, perhaps with public art, with materials drawing on auto show room heritage – look at ways to use steel that bring forth/emulate the auto era
- narrower driving lanes
- greenery
- encourage outdoor balconies (like in some bldgs in the district) with flowers
- encourage building types that leverage natural light and natural heating/cooling ventilation – such as light wells to internal courtyards
- outdoor sculptures (maybe even some funny/exciting/moving pieces)
- green screens/green walls on south facing parts of building (Kim mentioned Greenscreen: <http://www.greenscreen.com/>)
- uses could include:
 - well maintained retail ala Laurel Village
 - cheese shop ala Surdyk’s
 - grocery store



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- neighborhood scale landscape nursery
- indoor community space (green) – a place to sit down and congregate, green conservatory – the space at St Thomas is underutilized

On Supplying More Parking

Kim related: Should we be encouraging an increased supply? What is the competitive advantage of trying to compete with the suburban market? We can't compete with them on (supplying parking). How about the urban lifestyle (we can sell?) that is different and competes on a different level? Kim agreed with the assertion that Loring can continue to appeal to a 'psychographic' (vs demographic, as Janine elucidated) that chooses urban living, that people of all kinds (a large diversity of people) choose Loring for a specific urban lifestyle.

Why not enhance our (pedestrian/multi-modal) lifestyle – and sell that? related Kim. An example: “How about scooter friendly parking?” Further, he agreed that it could work well to encourage more bike parking/bike lockers in each building.

Kim approved of Janine's idea for a fun way to pitch a renewed Harmon: ‘...from four wheels to two wheels...’