



2.7 Report on Cultural Assets & Economic Vitality Loring Park Neighborhood Master Plan

Discovery Report on Cultural Assets & Economic Vitality

Updated March 7, 2011

This report summarizes the major findings and planning issues with regard to the “cultural assets & economic vitality” of the Loring Park Neighborhood, addressing in this order:

1. The Findings and the Neighborhood in Brief
2. History of Cultural Planning in the Loring Park Neighborhood
3. Mapping Cultural Assets
4. The People of Loring Park Neighborhood: a Demographic & Psychographic Profile
5. Urban Neighborhoods in Comparison
6. Preliminary Outline of Related Issues to be Addressed in the Master Plan

1. The Findings and the Neighborhood in Brief

This report will trace discovery and visioning around the culture and the cultural assets of the Loring Park Neighborhood. We define culture broadly to go beyond the creative expression of people and organizations. The culture of the Loring Park neighborhood includes the sense of identity of its people and their collective values, the wide range of reasons people gather for mutual interests, and the ways people function as a community. This report will provide an inventory of the breadth of cultural resources in the neighborhood and on its periphery, including a demographic and psychographic profile of residents. The character of the people, places, cultural activities, and creative enterprises will be profiled and compared with three other urban residential and institution-rich neighborhoods that are similarly located adjacent to their city’s downtown business cores. Finally, a series of action steps will be outlined that may advance the

cultural position and creative resources in the neighborhood.

The Loring Park neighborhood has served as a major cultural hub for Minneapolis and the surrounding area throughout the City’s history. It is located geographically and in relation to civic infrastructure as a central and connective place. Its center is the Park itself, and on the periphery of that Park are most of the City’s major arteries, beginning historically with Hennepin Avenue, Nicollet Avenue and Nicollet Mall, Interstate-94 and 394, and soon the Southwest Corridor Light Rail. Through its public spaces and its institutions – and those on its immediate periphery – the Loring area arguably represents the most significant, heavily visited, and diverse gathering place in the State of Minnesota and the region.

For example:

- Loring Park itself is a major gathering place for celebrations and recreation ranging from the Twin Cities Pride Festival, to informal family picnics, participatory sports, and political protests
- Area churches attract people from far and wide for religious activities, recognition of major life events, as well as educational and civic activities
- The Minneapolis Auditorium – now the Convention Center – draws people regionally and internationally for cultural, social, civic, and commercial events on a major scale
- The Woman’s Club houses regular social and cultural events
- The Loring (Music Box) Theater, Red Eye Theater, Walker Art Center, Minneapolis Sculpture Garden, Orchestra Hall, and other



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nonprofits bring people from far and wide for arts experiences

- Educational institutions such as Minneapolis Community and Technical College, Dunwoody Institute, and University of St. Thomas contribute to Metro Area student learning day and evening
- Popular local eateries, bars, coffee shops, and clubs bring people together daily for culinary experiences, music, and socializing

The Creative Neighborhood in the Creative Economy

Since the 1990s urban neighborhoods that are welcoming to newcomers and that offer a lively mix of social and cultural activities have risen in prominence and importance in urban planning, and in economic development strategies. Richard Florida, best-selling author and internationally-renowned economic geographer cites as a key indicator of urban and economic vitality the presence of gays and lesbians. In fact, he considers his “Gay Index” as the single most telling measure of the likelihood of a city’s competitive success in the global economy.

In light of such research, ambitious and emerging global cities such as Singapore and Dubai, known for repressive and homophobic cultures, have officially liberalized social policies, including those pertaining to homosexuality, to compete for “creative class” workers and residents. Florida’s three-part formula for the competitive urban economy includes a mix of “Three-Ts”: Technology, Talent, and Tolerance. In order to attract the talent, he asserts, the city has to both offer a bohemian cultural environment, and be accepting of diverse lifestyles.

The fact that Loring Park has long established itself as welcoming place for the gay and lesbian community, and is an established center of creative cultural organizations, elevates its importance to the region’s economy.

The *culture* of Loring Park – its welcoming urban character and its rich fabric of cultural organizations as well as formal and informal gathering places – is in no small way the driving force of the region’s capacity to be globally competitive, to attract and nurture creativity and creative class talent.

Such characteristics of neighborhoods, that enhance their regional economies, have only recently been widely recognized in the public policy arena in cities around the world. In writing about neighborhoods known as gay enclaves, cultural historian Moira Rachel Kenney (1998) writes,

In the 1950s these neighborhoods served an important role in creating safe havens. As they were located on the edge of cities, in abandoned areas of downtown, they were easily ignored in the larger context of urban renewal efforts. In the 1970s these communities were the first open evidence that gay and lesbian culture existed. In the 1980s they became centers of urban growth and development... What may well appear to us as insignificant or marginal activity today is more likely evidence of a transformation that will openly shape our cities tomorrow.

The other increasingly recognized factor in propelling regional economies has been the vibrancy of the region’s arts and cultural organizations and activities. Ann Markusen, internationally-known economist, recently retired from the University of Minnesota, is one of dozens of researchers who have written extensively on the positive impacts of the creative community on large, established enterprises, as well as on start-ups. She asserted that as a growing part of the overall economy, “the arts and cultural sector is the nation’s most underrated economic engine, producing millions of well-paying jobs.” In 2010, Markusen wrote, “Creative places nurture entrepreneurs.”

At a November 4, 2010 panel discussion convened to discuss the creative character of Loring Park, advertising executive John Foley



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cited that 20 of 22 Fortune 500 companies based in Minnesota were home grown enterprises. Mike Christianson, director of Planning and Development for the City of Minneapolis assured the audience at this event that he and the City Council recognized that the arts are of greater important to the City and Region's economy than professional sports, and that he was a proponent of the ideas articulated by Ann Markusen.

As a recognized hub of creative people, gathering places, educational facilities, and a large and active gay and lesbian population, Loring Park may in fact be a key driver of the region's economic success.

Creative Enterprises and Creative Class Workers Defined

Policy makers, scholars, and others concerned with the quality of life and economies of cities around the world have been working to fashion a formal and useful definition of creative enterprises since the mid-1990s. Creative enterprises or businesses include nearly every kind of artist, but more broadly include products and services in which *creative intelligence is applied to produce work that is novel and useful.*

One of the most widely-used definitions:

Enterprises and people involved in the production and distribution of goods and services in which the aesthetic, intellectual, and emotional engagement of the consumer gives the product value in the marketplace.

Creative class workers, include those people commonly considered fine artists, but incorporates people involved in a much broader range of professions and businesses.

Typically, creative enterprises include: advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing,

R&D, software, toys and games, TV and radio. Certain manufacturing of decorative or ornamental metals, glass, ceramics, and other materials are also included. In addition, products that have historic or symbolic meaning in a given place, or are created by hand using skills, knowledge, or natural materials related to a particular place, are also included.

In North America, a formal system of industry classifications, maintained by the U.S. Census Bureau is called the North American Industry Classification System (NAICS). A NAICS code is assigned to every registered business. In the U.S., the most commonly-accepted method for isolating Creative Industries has been developed by the New England Foundation for the Arts (NEFA). This method identifies about one-hundred NAICS codes that are most closely associated with creative enterprises or types of industries, including those described above. This report has used that method for identifying the creative establishments in the Loring Park Neighborhood.

2. History of Cultural Planning in the Loring Neighborhood

Loring Park has engaged in formal community planning for half a century. Specifically addressing the cultural assets of the neighborhood, a 1993 plan created by the Loring Arts Committee summarized their work and set forth this specific vision:

Our vision is to employ the arts to create a unique identity for the Loring neighborhood that will enhance its visibility area-wide. Our vision will celebrate the arts as an integral part of this community, as well as foster partnership among the arts, local residents, businesses, organizations and institutions, visitors and other city neighborhoods.

The group laid out strategies including working with the Convention Center to increase patronage



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of local business and cultural attractions, enlivening the pedestrian experience by better connecting parts of the neighborhood, commissioning and installing artist-designed kiosks, and implementing a neighborhood “membership” program to cross-promote arts activity with local business. Additional projects included construction of a performance pavilion in the park, painting murals, opening a ticket office for conventioners and other visitors, and conducting shared promotional activities.

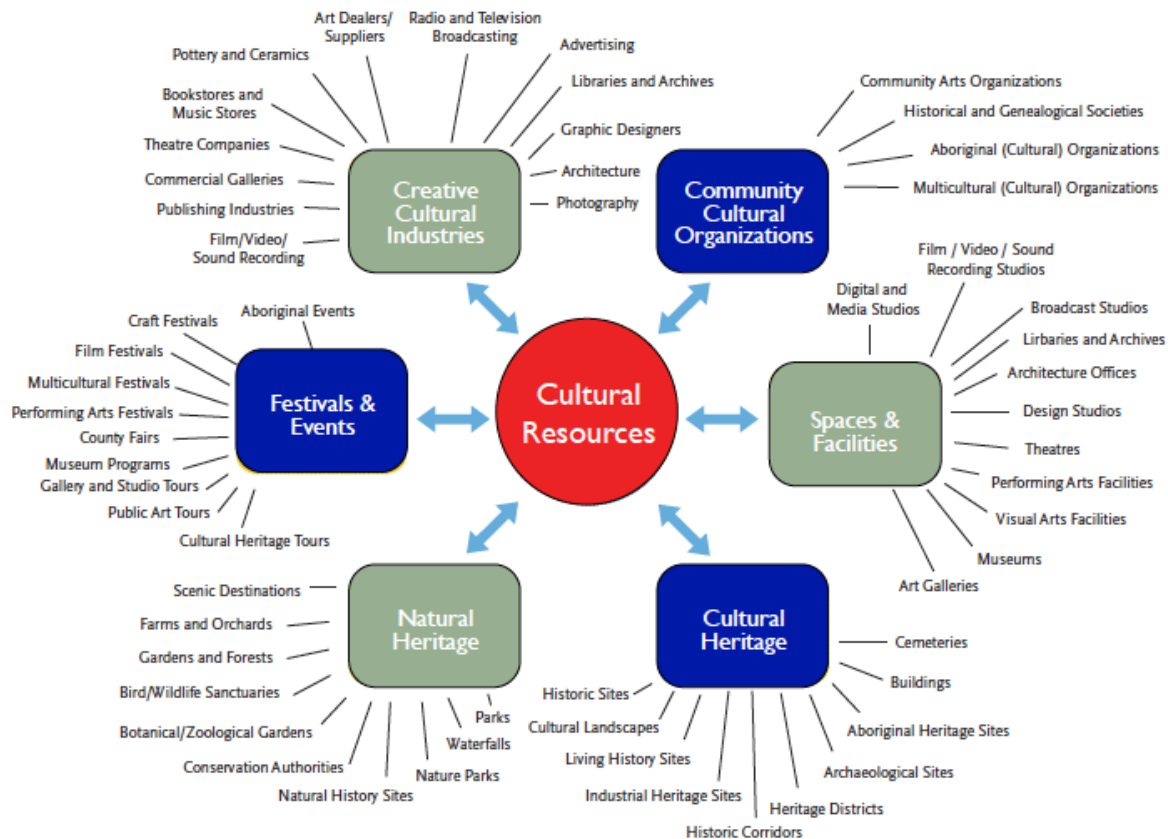
Following on this work in 1997, the arts committee re-affirmed the vision with similar objectives. They included informational and promotional work on behalf of arts groups, murals, artist-designed kiosks, a survey of the community, participation in arts initiatives of the Central City Neighborhood Partnership, a solstice or winter carnival event, and hiring of an arts coordinator.

3. Mapping Cultural Assets

Cultural mapping involves identifying and recording an area’s indigenous cultural resources to aid social, economic, and cultural development. Through such mapping, communities can examine cultural practices and resources, as well as other intangibles related to sense of place and social values. The identified values of place and its culture provide the foundation for cultural tourism strategies, design planning and development of cultural and creative industries.

Diagram Produced by AuthentiCity for the Culture Division, City of Hamilton, Ontario, 2010.

Cultural mapping is emerging as an essential planning and economic development tool for neighborhoods and cities. There are two dimensions, one tangible (or quantitative), the other intangible (or qualitative) as defined below:





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1. *Resource Mapping – identifying and recording tangible cultural resources usually making use of Geographic Information Systems (GIS) tools*
2. *Community Identity Mapping – exploring intangible cultural resources – the unique histories, values, traditions and stories that combine to define a community’s identity and sense of place*

Loring Park Cultural Assets

Based on this model, the cultural assets of Loring Park are described in narrative form below, and plotted on a map.

Natural Heritage

- Loring Park Lake/Johnson’s Lake
- Position on Southwest corner of downtown and historic Hennepin Avenue
- Hillside to the Southwest, choices of early wealthy residents for homesites

In its natural state, the spring-fed lake at the center of the present-day Loring Park was little more than a pond surrounded by an expanse of boggy land. For many years, the marsh was a popular hunting and fishing place for Native Americans. When European Americans began to arrive in the area during the mid-1850s, the pond became known as “Johnson’s Lake” after the family who farmed its environs.

In the City’s early years, Johnson’s Lake was considered a rural area. As the city expanded outward, the pond, with its “pure water . . . fine growth of deciduous trees . . . and emerald turf,” quickly made it an obvious location for the city’s central park (David Smith, Loring Park Manuscript, 67). By the time it was formally incorporated into the city’s park system in 1883, Johnson’s Lake was connected to the core of the city by a network of streets and horse-drawn streetcars. As the center of the city’s commerce moved steadily southward from St. Anthony Falls, the captains of local industries followed

suit, building their mansions on the periphery of the newly renamed and by now heavily-managed landscape of Loring Park and hillsides to the south.

Churches and other institutions that served this wealthy population erected their own monumental buildings nearby. Although the park is not individually eligible for historic designation, it has been determined to be a contributing resource within the Grand Rounds National Register Historic District. The nomination for this linear historic district is still in process.

Cultural Heritage

- Harmon historic district
- Loring Hill historic area
- Historic mansions and civic/religious buildings

Harmon Place Historic District – When the automobile began to transform Minneapolis after the turn of the Twentieth Century, dealers established their showrooms along Harmon Place, in part for the convenience of wealthy patrons. A few years later, the areas between the maturing downtown and mansion district were populated by well-appointed hotels and apartments that drew a well-to-do middle class clientele who could enjoy a suburban lifestyle near the city center. This stable middle-class life was interrupted after World War II by construction of a freeway that effectively cut the Loring Neighborhood off from points to the south and west, and created a walled district that was forced to squarely address the most urban part of Minneapolis. The Harmon district includes 42 properties (26 contributing; 16 non-contributing) reflecting the character and architecture of the city’s earliest automobile district. Rehabilitation work in this area is governed by the Harmon Place Historic District Design Guidelines.

Loring Hill – The terraced area between Loring Park and the I-94 corridor contains many individual properties that are locally designated or



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listed on the National Register of Historic Places. Although it is not clear if this area has the coherence or historical significance to be formally designated as a historic district, the area retains features that have been recognized as embodying the neighborhood’s human scale and enhancing its livability. According to *Historic Resources in the Loring Park and Elliot Park Neighborhoods: Re-Survey of the Loring Hill Neighborhood*, Prepared by Mead and Hunt for the City of Minneapolis, 2008,¹ The Hill can be subdivided into two distinct areas:

- Loring Park Apartment District—consisting of luxury apartments and apartment hotels built for middle-class urbanites in the early decades of the twentieth century
- Loring Park Architectural District—consisting largely of monumental, architect designed homes that housed many of Minneapolis’s most prominent citizens in the years immediately before and after 1900. The CLPC’s Loring Hill Task Force created design guidelines for these areas in 2005-2006 in an effort to preserve the Hill’s distinctive characteristics, but these guidelines are not included in the city’s zoning ordinance, meaning that compliance is essentially voluntary.

Historic mansions and civic/religious buildings

(National Register Listings)

- Architects and Engineers Building, 1200 2nd Avenue South
- Basilica of St. Mary, Hennepin Avenue at 16th Street
- Elbert Carpenter House, 314 Clifton Avenue
- Eugene Carpenter House, 300 Clifton Avenue

- Eitel Hospital, 1367 Willow Street
- Alden H. Smith House, 1403 Harmon Place
- Swinford Townhouses, 1213-21, 1225 Hawthorne Avenue
- Wesley Methodist Episcopal Church, 101 East Grant Street
- Westminster Presbyterian Church, 1200 Marquette Ave.
- Four additional properties are currently under study for historic designation: 131 Oak Grove, 227 Oak Grove, 419 Oak Grove, and 425 Oak Grove

Spaces, Facilities and Cultural Organizations

- Music Box/Loring Theater
- Red Eye Theater
- Minneapolis Convention Center
- Church spaces – Basilica of St. Mary, Hennepin Avenue Methodist, Episcopal Cathedral of St. Mark’s, Westminster Presbyterian, and Wesley United Methodist
- The Woman’s Club of Minneapolis – Theater and various social halls and meeting spaces
- Minneapolis Community and Technical College theater and gathering spaces
- The Loring Park Community Center
- Walker Art Center & Minneapolis Sculpture Garden (periphery)
- Orchestra Hall – Minnesota Orchestra and Peavey Plaza (periphery)

Festivals and Events

- Twin Cities GLBT Pride Festival
- Loring Art Festival
- Aquatennial Pre-Torchlight Events
- Movies and Music in the Park
- Light Up Loring
- National Night Out Events

As the site of the annual Twin Cities Pride Festival, Loring Park’s identity is closely tied with that of the area’s gay community. Begun as a march in June of 1972 in Loring Park, Twin Cities Pride evolved into a parade, two-day outdoor

¹ The contextual description of each of the two districts is explained on page 39. The districts are mapped in Appendix A, Map Two of the report. The report is available on the CLPC website at: http://www.downtown2015.com/Homepage/CLPCDocs/Loring_hill_histresstudy.pdf



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festival, and week-long series of events. The largest annual event in Loring Park and one of the largest gay pride events in the U.S., it includes a parade through downtown Minneapolis, and attracted over 400,000 people to its various events during one weekend in 2010.² Twin Cities Pride, the ongoing nonprofit that organizes the events states as its mission “to commemorate and celebrate our diverse heritage, inspire the achievement of equality and challenge discrimination.” The festival brings into the park hundreds of commercial, social, nonprofit, cultural, religious, political, recreational and other activities, booths, performances, and demonstrations. Small social clubs, major nonprofits, and most of the region’s major corporations, as well as political parties and office-holders expend considerable time and resources at the festival to demonstrate their consideration of the gay and lesbian community’s importance. Over half the visitors to the Festival reported spending an average of almost \$26 in nearby restaurants and bars. More than 12% of the visitors came from outside the Twin Cities, reporting expenditures on hotels, parking, and other local services.³

The Loring Park Art Festival began in 2000 committed to the inclusion of local artists in contrast to other major art festivals in the city. Organizers of the two-day event describe it as “an urban, sophisticated oasis of art and culture,” including 140 visual artists along with performances and food booths for visitors.

For more than 70 years, the Minneapolis Aquatennial has celebrated summer and the City’s multiple bodies of water. Downtown parades and various events on city lakes carry on for more than a week during late July. Beginning in 2010, Loring Park became an official site of Pre-Torchlight Parade events. A party in the park

includes carnival games, inflatable bouncers, pony rides, and ice cream social and live music.

Co-sponsored by the Walker Art Center and Minneapolis Park Board, Movies and Music in the Park has been a tradition since 1973. Monday evenings in August see thousands lay out blankets for an evening in the Park. Local bands are followed at dusk by classic films, including silent films accompanied by live music.

Two newer traditions in Loring Park began in 2010. Light Up Loring acknowledges the winter solstice, bringing celebrants to the Park to bring additional light to the darkest day of the year. Numerous events recognizing National Night Out take place in the Loring Neighborhood. These include a outdoor carnival sponsored by The Woman’s Club and the dog parade on the Loring Greenway.

A Neighborhood of Gathering Places

The Loring Park Neighborhood is the setting for a wide range of places to gather, from parks and open spaces to restaurants, local entertainment and arts venues, and major institutions with a regional identity and draw. These gathering places have a shared stake in the cultivation of a high quality public realm in Loring.



² According to a 2010 analysis and survey sponsored by the Center for Urban and Regional Affairs (CURA), University of Minnesota.

³ CURA report, 2010.



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Creative Industries

- Advertising, public relations, and design firms (including: Busch & Partners, M & H Advertising, Metaphorm Design, Olson + Company, Peterson Milla Hooks, Schermer Kuehl, Spyness Creative)
- Media production companies (including: Danger Studios, Greatapes, Media Xpress, North Star Sound)
- Architectural and landscape design firms (including: Altus Architecture Ltd., Architectural Alliance, Berger Miller Architects & Planners, Martin & Pitz Associates, Shelter Architecture, Thorbeck Architects)
- Meeting services and planners (including: Metroconnections, Inc.)
- Printing and publishing (including: Fast Print, Lens Publishing, Sir Speedy)
- Galleries and framing shops (including: Artique Galleria, Bill Daley Gallery, Circa Gallery, Hennes Gallery, Inner Space Gallery, Nash Frame Design)
- Art Supply and lighting retailers (including: Citilighting, Utrecht Art Supply)
- Individual self-proprietorships in creative sector businesses

Of all business enterprises indicating their primary business location within the Loring Park area, (defined broadly as the zip code area 55403), 15.5% fell within categories defined as creative industries.⁴ This compares to 7.6% in the greater Minneapolis/St. Paul Metropolitan Statistical Area (MSA), with a slightly higher percentage (9.5%) found in Hennepin County. This reflects a concentration of approximately twice the ratio

⁴ Using Census Bureau County Business Pattern data, and a method of identifying creative sector business establishments designed by the New England Foundation for the Arts (NEFA), establishments can be identified to the zip code level. Numbers of workers and payroll figures, however, are available only at the city, county, MSA, and state level.

of creative enterprises in the Loring Park area as compared to the Twin Cities MSA. See below for greater detail on the types of creative business establishments.

Further data based on IRS reports show 265 tax-exempt nonprofits within the same 55403 zip code area.⁵ These include a wide range of organizations from the Target Foundation, to area churches, arts organizations, social welfare, and educational institutions, as well as smaller social a civic associations.

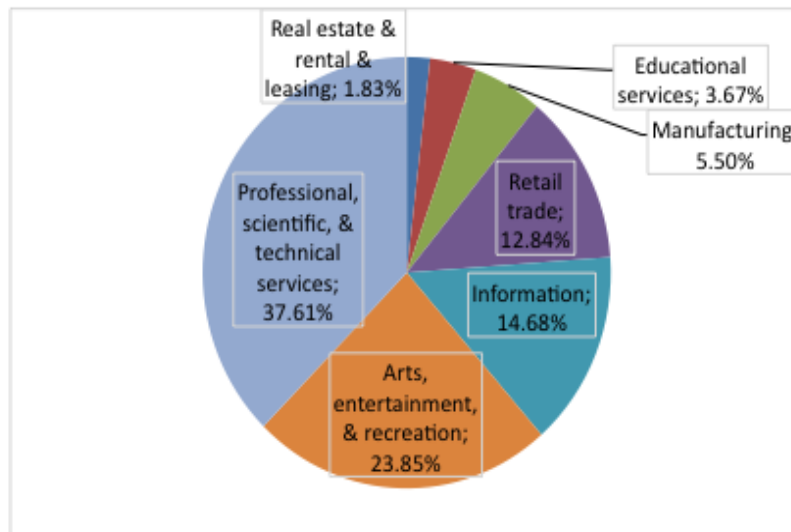
The method used to identify creative industries selects specialized sub-categories within various broader groupings such as real estate, education, manufacturing, education, and professional, scientific and technical services. Such businesses might include specialized design services, software publishing, audio-visual recording and reproduction, ornamental manufacturing, printing, or production of specialty foods, in addition to the more obvious arts, media, entertainment, and the production and sales of intellectual property.

⁵ Drawn from Guidestar, a reporting service, that compiles data from the Internal Revenue Service Form 990, the tax return required of all tax-exempt nonprofit corporations. This does not include informal or unincorporated voluntary associations.



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Creative Economy Industry breakdown Loring Park



Creative Economy Industry breakdown

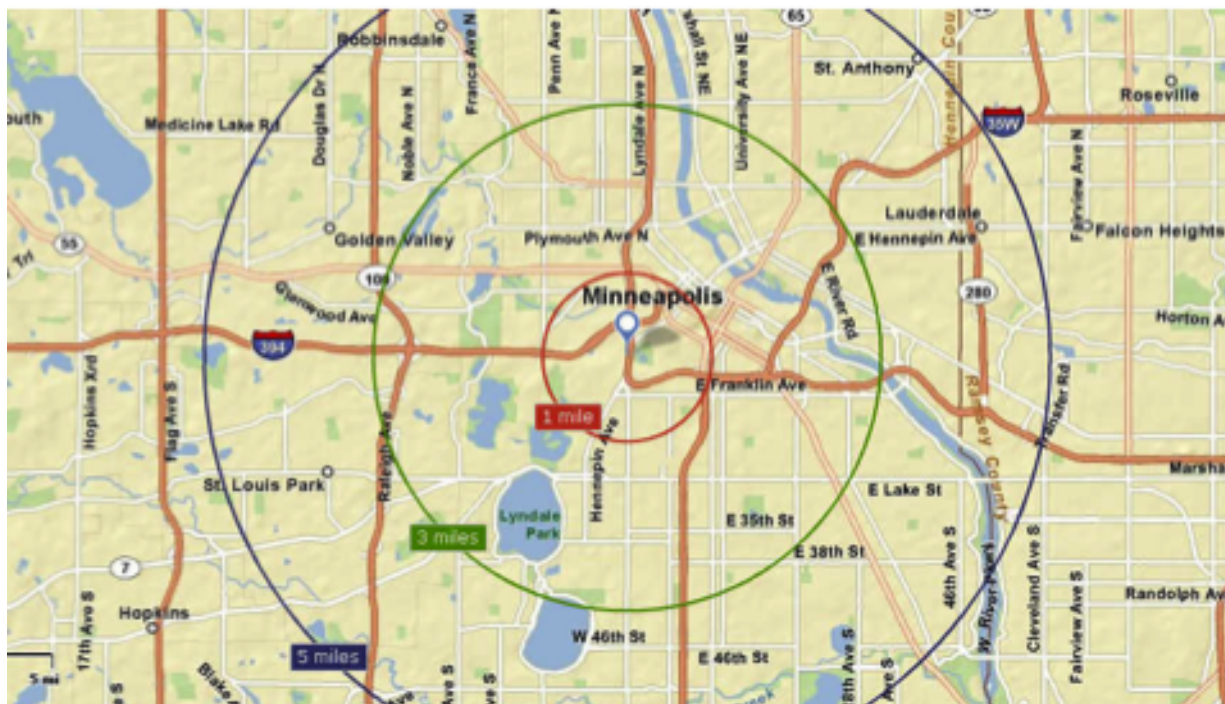
Loring Park's Creative Economy breaks down into the following categories:

Industry	% of Creative Economy	Number of establishments
Real estate & rental & leasing	1.83%	2
Educational services	3.67%	4
Manufacturing	5.50%	6
Retail trade	12.84%	14
Information	14.68%	16
Arts, entertainment, & recreation	23.85%	26
Professional, scientific, & technical services	37.61%	41
Total:	100.00%	109



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Loring Park in the Twin Cities Area



4. The People of Loring Park: A Demographic and Psychographic Profile

Detailed census data from 2010 is not currently available. These numbers will be updated if data are available within the scope of this planning timeframe.

The total population of Loring Park, according to the 2000 census, was 7,501, an increase of 14% over 1990. The median age was 36.3, made up of mostly White residents. Only 176 households included individuals under the age of 18. The total population is expected to be larger with 2010 Census results.

Between 1980 and 2000, Loring Park’s population grew at a faster pace than that of Minneapolis.

The neighborhood population increased by approximately 1,600 people, or 27%. Growth during the 1980s and 1990s brought more working-age residents to the neighborhood. The number of people aged 18 to 45 increased, while those over the age of 65 slightly decreased in 2000. There are relatively few children in the neighborhood with the largest number of people aged 25 to 44.

According to the City of Minneapolis website Neighborhood Profiles: *The neighborhood population has historically had a White majority, and the proportion of other groups is increasing. White people comprised 86% of the population in 1980, decreasing to 78% in 2000. The number of Black people living in Loring Park increased steadily from 1980 to 2000, as did the Asian and Hispanic populations. The number of American*



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Indians experienced a decline in 1990, which slowed but continued into 2000.

Census analysis reveals a highly educated local resident with 91% of people graduating high school and 53% going on to achieve a bachelors degree compared with just 24% nationally. The area is home to a more transient population with 81% of inhabitants renting, as opposed to a national average of 33%. However, Loring boasts a robust population of long-term renters committed to the neighborhood. Family sizes in the local area are relatively small, suggesting an emphasis on single or childless couple urban professionals.

Methods of identifying creative class workers popularized by economist and best-selling author, Richard Florida, cast a far broader net than used above to identify creative sector businesses. Florida finds that in general about one-third of all U.S. workers fall within the creative class definition. The remainder fall within manufacturing or service sectors. He includes virtually everyone employed in management, legal, financial, government, and education, as well as what he calls the super-creative, such as artists and designers. Such employment data is not available at the neighborhood level.

Given the presence of twice the general rate of creative businesses in the Loring Park area, it could be surmised that creative class workers (using the Florida definition) account for two-thirds, or more, of the residents of Loring Park. It is also generally the case that twice as many people who work in creative businesses, (just over 15% of all businesses in Loring Park), are self employed, leading us to believe that Loring Park has a sizeable population of self-employed residents.

Population Characteristics

To further characterize the population of Loring Park, and to provide a comparison with three other neighborhoods – one in Saint Paul, and two in other U.S. cities – data

have been drawn from a geodemographic market segmentation system called Environmental Systems Research Institute, or ESRI. Using geographic information system (GIS) technology, Esri developed the Tapestry™ Segmentation now in its fourth generation. It began with data from the 1970 Census and uses hundreds of variables for thousands of neighborhoods in U.S. cities.

The system provides a structure for classifying consumers using all the variables that can distinguish consumer behavior, from household characteristics like income and family type to personal traits such as age, education, or employment and even to housing choices. Tapestry Segmentation classifies U.S. neighborhoods into 65 distinct market segments. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications or segments. It also allows another lens into comparing Loring Park with similar neighborhoods in other cities.

Loring Park, Minneapolis: Top Three Esri Categories (2010)

27 – Urban Renters

median age, 33.5; mostly singles with shared living; middle income; professional or management positions; a B.A. or graduate degree; mostly White or Asian; listen to alternative radio; travel by plane frequently; play tennis.

39 – Young and Restless:

median age, 28.7; middle income; professional or management jobs; some college, B.A. or graduate degree; mostly White or Black; watch sports on TV; own or lease Hondas; play tennis; lift weights and attend sporting events.

01 - Top Rung:

married couples with families; median age, 42.4; high income; professional or management jobs; have B.A. or graduate degrees; live in single family households; White; own stock worth at least \$75,000; listen to classical and all-news radio; own or lease a luxury car; participate in public and civic activities; vacation overseas.



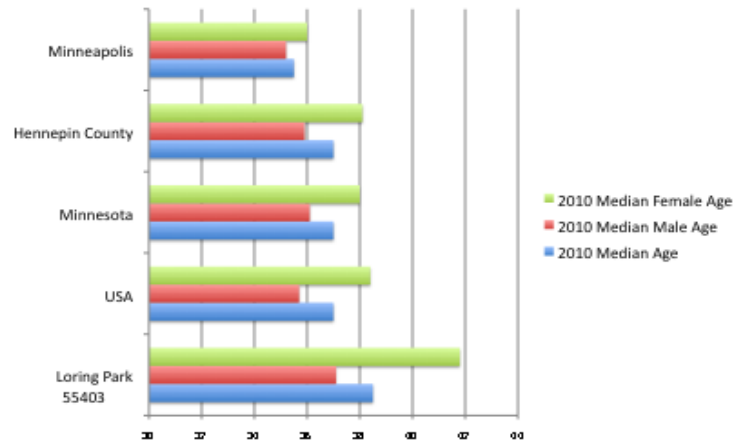
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Older Women, Younger Men

Women in Loring Park tend to be nearly six years older than women in Minneapolis, and over three years older than women in the US and Hennepin County. Similarly the median age of men in Loring Park is higher than the city, county and nation by about two years. Most notably, there is almost five years median age difference between men and women in Loring Park. This represents a far greater variation than the gender age difference in the other geographic groupings.

Median Age Comparisons

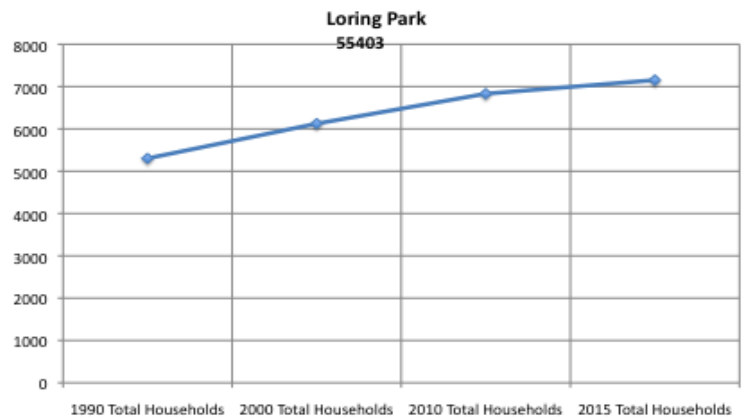


ESRI Projects:

One Thousand More Households by 2015

Esri projects trends in urban neighborhoods for marketing planning purposes including household growth and income. The number of households in Loring Park are projected to grow by 1,000 between 2000 and 2015. Given the average household size in Loring Park of 1.3, this would suggest an increase in population of at least 1,300 people by 2015.

Projected Population Growth





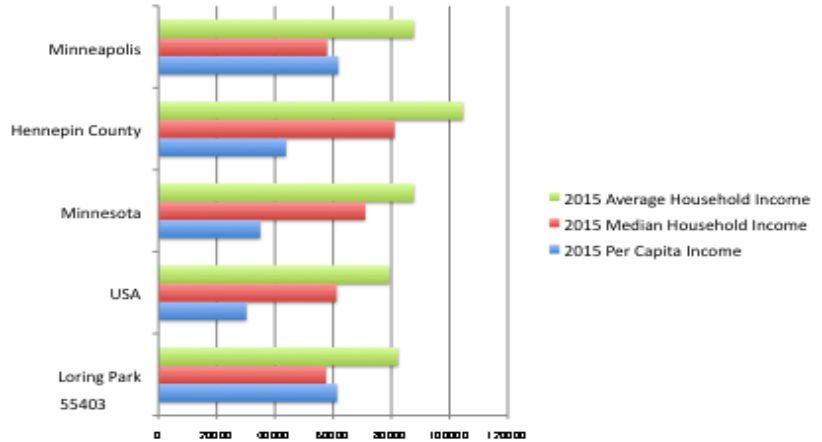
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Small Households, High Per Capita Income

Projected income in Loring Park, when looked at by average, median, and individual income is very similar to that of the city of Minneapolis as a whole. While household average and mean are considerably lower than those of Hennepin County and Minnesota, individual income in Loring Park is considerably higher, especially in comparison with U.S. per capita income. Hennepin County and Minnesota have larger average household sizes and more double household incomes. Loring Park, on the other hand has more higher-earning single residents.

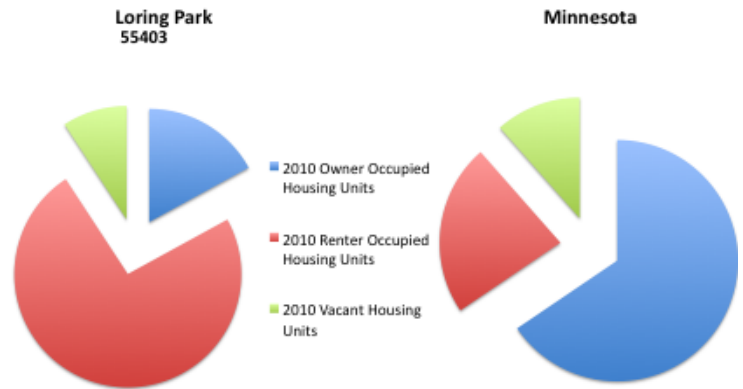
Household Income



A Neighborhood of Renters

Housing patterns in Loring Park reflect significant differences from those in the state of Minnesota as a whole. Units occupied by renters represent the vast majority, or about three-fourths of the households in Loring Park. In Minnesota as a whole, about two-thirds of the units are owner-occupied. Fewer vacant units are found in Loring Park than in the state.

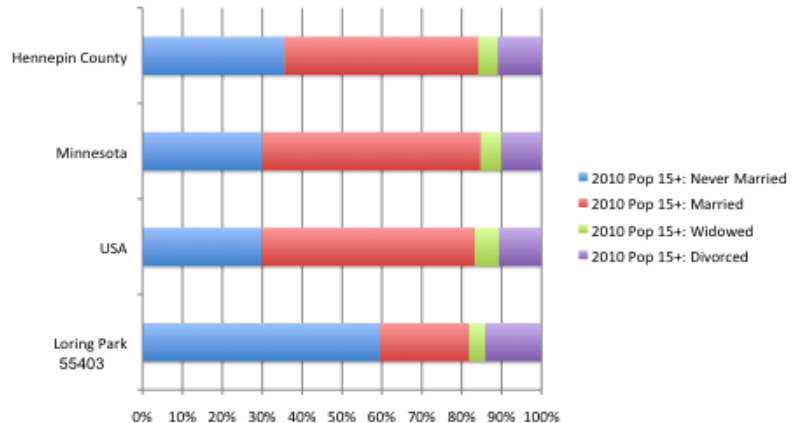
Housing Units: Rented/Owned



Sixty Percent Never Married

The majority, or about 60%, of Loring Park residents, who are over age 15, have never married. Just a little over 20% are married. This contrasts with Minnesota and U.S. rates of marriage of about 55%. Hennepin County has a slightly lower marriage rate than Minnesota or the country as a whole. Almost 15% of the residents in Loring Park are divorced and about 2.5% widowed. Divorce rates are pretty consistently about 10% in Minnesota, Hennepin County and the U.S., putting Loring Park at a 50% higher divorce rate.

Marital Status - Comparative





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Distinguishing Characteristics

Residents and activists in Loring Park have identified among its strengths and desired characteristics the welcoming and inclusive nature of the community, its diversity of housing types, and its centrality as a place that literally millions of people visit each year. The high value placed on green space, and the presence of one of the finest urban parks in the region, are also a big part of the neighborhood's identity.

Industry and demographic data indicate a more creative population employed in professional and creative sector work. They also suggest twice the number of self-employed people than are found in the general population – people who work at home and use local coffee shops and other third places for part of their daily routine. Self-employed people also tend to keep different hours than those employed in corporate or public sector jobs indicating their more active presence in the neighborhood both day and evening.

A major study in 26 U.S. cities by the Gallup Organization (2010), commissioned by the Knight Foundation, found that three main qualities attach people to place: 1) social offerings, such as entertainment venues and places to meet; 2) openness, as in how welcoming a place is; 3) the area's aesthetics – its physical beauty and green spaces. As an important metric for communities concerned with their economic well-being, the study found that strong attachment is linked to local economic growth (GDP). Although Minneapolis was not among the 26 cities surveyed, it is evident that these are all criteria on which Loring Park scores very high.

Gallup found that what attaches residents to their communities showed little difference from place to place. In addition, these same drivers of attachment rose to the top in each of three years of the study. While the economy is the subject of much attention, the study also found that

perceptions of the local economy do not have a very strong relationship to resident attachment. Instead, attachment is most closely related to how accepting a community is of diversity, its wealth of social offerings, and its aesthetics. This indicates that Loring Park is not only an attractive place, but a place people would tend to *feel* more connected to.

At the same time, the Loring Park community faces challenges typical of urban communities across the U.S. Street crime and burglaries are at levels unacceptable to residents and business proprietors. Poverty and homelessness are ever-present. These compromise the sense of safety that business establishments and arts organizations need for the success of their enterprises. The vitality of the key business node on Nicollet is borderline. The Harmon district is in dire need of revitalization, and the Hennepin corridor faces challenges due to heavy traffic and difficulties for pedestrians.

Parking cars in such a dense urban environment presents typical challenges, especially in relation to events and programs of the churches, arts organizations, and events at The Woman's Center and in Loring Park. Daily auto traffic through the neighborhood is heavy.

Loring's diverse housing stock also offers a high percentage of rental units with a relatively wide range of choices in cost and type. While lower ownership rates are sometimes seen as destabilizing to a community, the neighborhood provides newcomers and professionals who prefer rentals, with attractive options in an amenity-rich environment. For the city as a whole and its economy, this is actually a stabilizing force.

Perhaps the characteristic that distinguishes Loring Park among other Twin Cities neighborhoods is its long history as a welcoming neighborhood for gay and lesbian residents and visitors. The above data suggests is home to a



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gay and lesbian population, although the neighborhood’s reputation has been well established regionally for several decades.

As the site of the annual Twin Cities Pride Festival, Loring Park’s identity is closely tied with that of the area’s gay community. The events draw large crowds for the parade through downtown Minneapolis, and claims to bring over 300,000 people to the park during one weekend. Hundreds of commercial, social, nonprofit, cultural, religious, political, recreational and other activities, booths, performances, and demonstrations pay handsome fees for spaces at the festival. Small-time social clubs, major nonprofits, and most of the region’s major corporations, as well as political parties and office-holders also expend considerable time and resources there to demonstrate their consideration of the gay and lesbian community’s importance.

This does not mean that there is full 24/7 safety in the neighborhood for gay men or lesbians, as well as any person on their way home or going about their daily business. Challenges remain around general safety as well as occasional discrimination against particular groups.

5. Urban Neighborhoods in Comparison

Lowertown, St. Paul

[Lowertown](#) is the most well known of the neighborhoods that make up Downtown Saint Paul. Over half of the downtown population lives here, loosely defined as stretching east from Jackson Street to the edge of Downtown, and running from I-94 to the Mississippi. This neighborhood is defined by the large number of historic buildings and the artists who live in many of them. Many of these historic buildings are converted warehouses, such as the [Tilsner](#), and [artists](#), who make up as much as a third of the population.

The amenities of Lowertown include the Farmer’s Market and there are also over [40 bars and restaurants](#) within easy walking distance. There is easy access to the skyway system connecting residents to the downtown business district.

In 2000, the downtown population stood at 5,743, and is expected to show growth by 2010. About 71% were White. As a whole 85% of all housing units are rental, but that figure is generally considered a bit less in Lowertown. The median age of Downtown residents is 40, which is considerably higher than the median of 35 for Saint Paul. Accurate figures for Lowertown are hard to come by, since it is part of the [Downtown Census Tract](#) but thought to be somewhat younger.

Creative establishments in 2007 stood at 15.11% of all businesses with 47 identified as creative businesses.

Lowertown, St. Paul: Top Three ESRI Categories

27 – Metro Renters

(Same top category as Loring Park)

65 – Social Security Set

Single households; median age, 45.8; lower income; service employment; retired professional, management or services; high-rise rentals; White, Black; consult financial planner, read science/technical magazines, own/lease domestic vehicle, read books, paint, draw, attend car racing events.

60 – City Dimensions

Mixed households; median age, 29.2; skilled services; no highschool/highschool grads; multi-unit rentals; White, Black, Hispanic; have overdraft protection, watch syndicated TV, own/lease domestic vehicle, go to movies, fish, play baseball.



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Urban Neighborhoods in Comparison: Outside Minnesota

Two urban neighborhoods were identified outside of the Twin Cities, that compare in many ways with Loring Park. They are immediately adjacent to the downtowns of Denver and Seattle, cities of similar scale with vigorous arts communities. The neighborhoods include high-density housing, have historic homes, including mansions built by early wealthy residents, and include major cultural, educational, religious, and civic facilities. It is interesting that in both cities these neighborhoods are also known for their large gay communities. Coincidentally, both are named Capitol Hill, even though only the Denver neighborhood is actually adjacent to the state's Capitol building.

Capitol Hill, Denver, Colorado

Denver's Capitol Hill Neighborhood, home to about 12,600 residents, of which 75% were White. It is known as the city's gay neighborhood with the annual gay pride parade passing through the neighborhood and concluding with a festival in the Civic Center Park, just outside the neighborhood boundaries. Capitol Hill is Denver's most densely populated neighborhood, with 1.11 persons per household. Families with children represent only 3.5% of the households. It was once the home of Denver's elite, the site of historic mansions, but now includes a mix of historic homes, apartment and condo buildings. Residents are well educated with 42.4% having a four-year college degree or higher. The median age is 32 and 82% are renters with average household size of 1.11.



The area is strongly influenced by the [Colorado State Capitol](#) and adjacent downtown. Commercial uses are typically located on major arterials, [Colfax Avenue](#), East 8th Avenue, East 14th Avenue, East 13th Avenue, Lincoln Street and Broadway. A considerable number of mansion properties have been converted to office uses due to zoning exemption offered to historic structures which are zoned for residential uses. Small professional offices are located throughout the neighborhood. Residents of Capitol Hill enjoy Cheeseman Park, one of the downtown's largest, a grassy expanse that is technically north of the neighborhood, though many locally consider it a Capitol Hill park. Together with [Civic Center Park](#), also just outside the neighborhood, they are considered meeting centers for the community, hosting many festivals, including Gay Pride, and the Capitol Hill United Neighbors-sponsored [People's Fair](#) in early June.

Many portions of East Colfax Avenue have recently undergone redevelopment to make them denser and more pedestrian-friendly. Some neighborhood residents championed the changes, viewing them as making the neighborhood safer and more inviting. However, others appreciate the bohemian reputation of "Colfax" and worry



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that redevelopment will discourage artists, musicians, and others who give the neighborhood a unique flavor.

Capitol Hill, Denver: Top Three Esri Categories

36 – Old and Newcomers

singles shared housing; median age, 37.1; middle income, professional/management/service, education includes some college, bachelor's degrees and graduate school; multi-unit rentals, White; have renters insurance, watch cable TV, own/lease a sedan; go dancing, attend concerts, play volley ball, word games.



14 – Prosperous Empty Nesters

married without kids, median age, 48.6; upper middle income; professional/management, some college, bachelor's degrees and graduate school; single family homes, White; owned certificates of deposit longer than six months; read newspapers; own/lease a Buick, attend golf tournaments; refinish furniture.

22 – Metropolitans

singles, shared housing; median age, 37.6; middle income; professional/management; some college, bachelor's degrees, graduate degrees; single family/multi-



units; White; have personal education loan; listen to public radio; own/lease a station wagon; visit museums; participate in water sports.

Capitol Hill, Seattle, WA

Seattle's Capitol Hill is a vibrant, largely young, mostly White community. That Capitol Hill is typically regarded as a diverse community is due to the neighborhood's substantial gay and lesbian community. In terms of age, ethnicity, and other indicators, Capitol Hill's population is not that diverse. The population of the Capitol Hill as 16,344 people, of which 53% are men and 47% are women. Nearly three-quarters of Capitol Hill's residents are between the ages of 18 and 44. The median age is 32.7. Children and youth (under the age of 18) make up only 3.7% of the neighborhood's population.

In terms of educational level, Capitol Hill's citizens are well-educated, with over 50% having attained an associate, bachelor, graduate, or professional degree. The ethnic makeup of Capitol Hill is not nearly as diverse as the rest of the city. Caucasians make up 84% of the population, which is 9% higher than in the city as a whole. Eighty-nine percent of Capitol Hill residents speak English exclusively.

Capitol Hill residents lag slightly behind the rest of the city in terms of income. The median household income in Capitol Hill is \$20,040 (based on 1989 data). About 20% of Capitol Hill's citizens live below the poverty line, including nearly one-quarter of its children. A major institution in the neighborhood is the Seattle Central Community College. Also on the Hill are the [Seattle Academy of Arts and Sciences](#), [Hamlin Robinson School](#), [St. Joseph School](#), [Holy Names Academy](#), [Seattle Hebrew Academy](#), [Seattle Preparatory School](#), and [St. Mark's Episcopal Cathedral](#). The Washington State Convention Center is immediately adjacent to the neighborhood, just across the freeway towards downtown.



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Capitol Hill, Seattle: Top Three Esri Categories

27 – Metro Renters

(Same top category as Loring Park)

08 – Laptops and Lattes

singles, shared housing; median age, 38.6; upper middle income; professional/management; bachelor's degrees, graduate school; multi-unit rentals; White; bank online; listen to public radio; rent car from Budget; own an iPod; shop at Banana Republic.

09 – Urban Chic

mixed household type; median age, 42.4; upper middle income; professional/management; bachelor's degree, graduate degree; single family and multi-units; White; trade and track investments online; listen to classical music on radio; spent \$30K+ on last vehicle purchase; order from amazon.com; buy natural, organic foods.



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6. Preliminary Outline of Related Items to be Addressed in Master Plan

I. Neighborhood Identity

Discuss the implications /recommendations of developing a Brand identity for Loring Park as

- Minnesota’s gathering place
- Minneapolis’ gay neighborhood
- Minneapolis’ cultural center
- Minnesota’s best urban living experience

Discuss major/bold public art installation(s)

Discuss ways to support and leverage the Twin Cities Pride Festival

II. Creative Businesses/Creative Residents

Acknowledge strong presence of smaller creative enterprises, develop a support network among them, and work with CPED to connect them with entrepreneurial development resources

Explore the formation of a Business Arts District.

Develop steps to welcome and support creative enterprises and especially creative workers – home-based businesses, wireless service, “third places” for working, meeting

Foster more presence and traffic of MCTC students as local business customers in the Harmon and Hennepin Avenue areas.

Outline an investment plan to guide organized efforts to support economic development activities

III. Public Space Programming

Discuss the design and implementation of a list of enhancements to public realm to better serve and

connect festivals and events with business corridors

Discuss expansion of neighborhood’s character, design, and services that enable a car-free lifestyle

Create a walking network connecting cultural institutions/organizations with the Park using wayfinding, landscape design, and programs that link activities.

IV. Networking, Marketing Cultural Venues/Events

Support a network of cultural/event presenters for mutual marketing

Continue and build on National Night Out.

Plan a neighborhood-wide Open House, possibly during the Loring Park Art Fair, to cross-promote Loring to the audiences of its multiple institutions. Leverage this planning network to form the basis of a Loring network that produces other activities to bring visitors more into the neighborhood on a more 18/7 or 24/7basis.

V. CLPC Organizational Activities

Develop prioritized action steps for CLPC to support and implement the policy; to be drawn from results of focus group, January 18, 2011 – committees, staffing, and program plans for CLPC in support of these goals (Could simply be updated and augmented NRP Phase II Plan.)

Explore development of an arts business district with support from the City’s CPED