



City of Minneapolis
George Floyd Square
Visioning and Priorities Report (Draft)
February 2024 - October 2024

**38TH &
CHICAGO**
GEORGE PERRY
FLOYD SQUARE

Minneapolis
City of Lakes

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Project Description

The George Floyd Visioning and Priorities engagement work sought to outline a shared understanding of vision and values for George Floyd Square and priorities for future development. The engagement work developed a framework to coordinate past, present, and future work at George Floyd Square. This framework will integrate into three primary projects at George Floyd Square. Each project will be evaluated and implemented based on the vision framework, values, and priorities developed during the George Floyd Square Visioning Engagement. The three projects are:

- **Streets (Right-of-Way):** 38th Street from Park Avenue to 10th Avenue and Chicago Avenue from 37th Street to 39th Street will be reconstructed starting as early as 2025.
- **Peoples' Way:** The City of Minneapolis purchased the Peoples' Way property at 3744 Chicago Ave on June 30, 2023. The community continues to use the space. The City is committed to working with the community to make sure the City transfers the property to a permanent community owner in the future.
- **Memorials:** As an integral part of the experience at George Floyd Square, memorials are planned to be integrated into the Streets and Peoples' Way projects.

In addition to the projects listed above, the City and the engagement team advanced discussion around other community priorities, including:

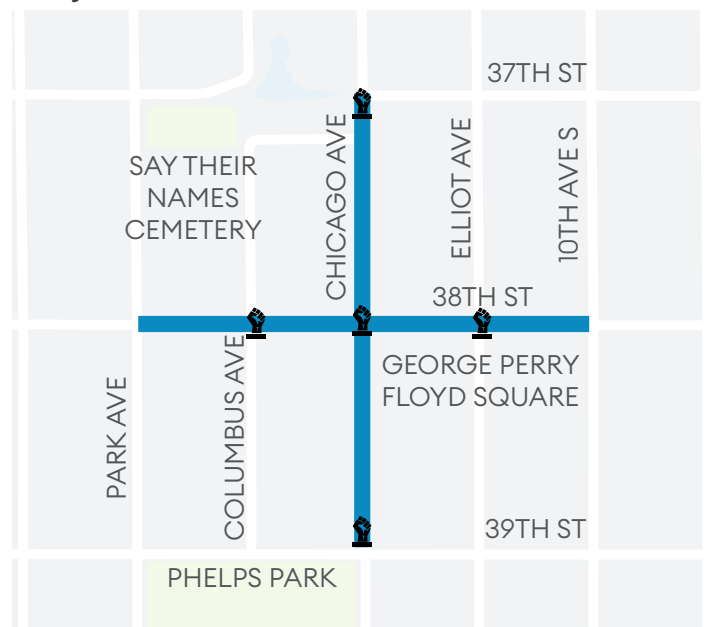
- **Racial Healing:** Racial healing refers to the process of recognizing, addressing and reconciling individual and collective racism, its historical roots, and its current impacts on society. It involves acknowledging past injustices and harms caused by racial discrimination and working towards repairing the damage, fostering understanding, empathy, and respect amongst racial groups. This process aims to heal the wounds created by racism, build bridges across communities, and create an inclusive society where all individuals belong and can thrive without the barriers of racial prejudice and inequity.

- **Community Safety:** The City of Minneapolis, Office of Community Safety was established in the aftermath of Floyd's murder to create a community safety system that keeps every member of the Minneapolis community safe with a focus on the following areas:
 - Expanded response services.
 - Violence prevention and restoration
 - Police policy reform.
 - Safety ecosystem design and Implementation work.
- **Economic Vitality:** The economic health of businesses within the 38th & Chicago area continues to be a common concern raised by community stakeholders.

Underpinning all of the engagement was an acknowledgment that George Floyd Square was created by a community that is still and will remain in active protest against racial injustice.

This summary document does not represent a complete repository of all comments and is only meant to serve as a guide for future action steps. It focuses on values, and priorities heard during the engagement that occurred, and documents key insights, events, and action items to help projects move forward at George Floyd Square.

Project Area



History

Minneapolis' Southside Community

In the early twentieth century, restrictive housing covenants in deeds discriminated against African Americans and segregated the communities in Minneapolis to live in limited areas. By the 1930s, one of the City's three distinct African American neighborhoods had developed on the Southside, between East 34th and 46th streets and from Nicollet Avenue to Chicago Avenue. From the 1930s to the 1970s, the East 38th St and 4th Ave South intersection was the center of the African American business district, with over 20 African American-owned businesses.

In 2015, planning work for the "future of East 38th Street" began with a focus on preserving African American history and advancing long-term, generational wealth, including home and business ownership, on the Southside of Minneapolis. This work evolved over the years, and in 2019, [Thirty-Eighth Street THRIVE](#), a strategic development plan, was initiated and formally adopted by the City Council in 2021.

The Murder of George Floyd

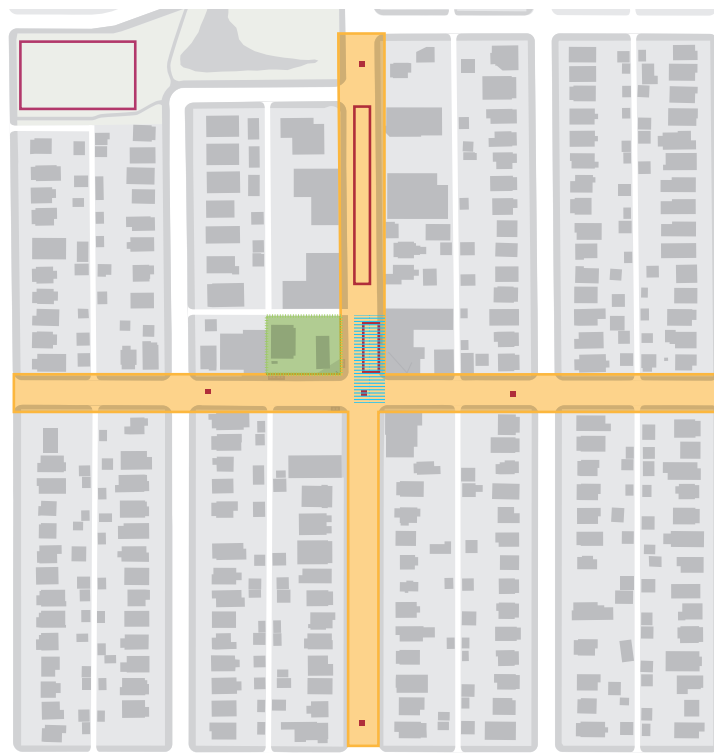
On May 25, 2020, George Floyd was murdered by City of Minneapolis police officers at the intersection of 38th St and Chicago Ave. His murder set off a series of worldwide protests in opposition to police killings of Black people in the United States. These protests began at George Floyd Square. Due to the large number of people in the intersection, it was soon closed to vehicular traffic to maintain the safety of the visitors and protect the area from damage. The area has since become a gathering space for personal memorials, offerings, events, community healing, and reflection. The City reopened the intersection to vehicles in June of 2021. The Mayor and City Council formally changed the commemorative street name to "George Perry Floyd Square" on May 20, 2022.



Collage by: Ten x Ten

Project Elements

As indicated in the project description, the visioning and priorities work focused on three primary project areas: Streets (Right-of-Way), Peoples' Way, and Memorials.



- Memorials Community
- George Floyd Memorial Community
- 38th & Chicago Re-Envisioned City of Minneapolis
- Peoples' Way City - Community

Out of the engagement process, three primary values were identified that will guide future development within George Floyd Square:

Value #1: Repair the collective harms experienced by the community due to the historical impacts of racism and the murder of George Floyd.

Value #2: Honor George Floyd Square as a sacred and active memorial space.

Value #3: Center the needs of the community of George Floyd Square.

Engagement Timeline

- February 2024
Project Initiation
- March 28, 2024
Dinner Dialogue
- April 30, 2024
Visioning Workshop #1
- June 25, 2024
Visioning Workshop #2
- July 23, 2024
Visioning Workshop #3
- August 27, 2024
Visioning Workshop #4
- September 23, 2024
Peoples' Way RFQ issued
- September 24, 2024
Visioning Workshop #5
- October 29, 2024
Dinner Dialogue
- November 12, 2024
Final Vision Report Shared with the City Council
- November 21, 2024
Climate and infrastructure Committee Meeting
- November 22, 2024
Peoples' Way RFQ responses due

Focus Groups

George Floyd Square Vision Framework

The following values and priorities establish the criteria for development of projects at George Floyd Square where the City will play a role. In addition to values and priorities, the following pages provide action steps that will be pursued during the further development of the three projects discussed during the Visioning and Priorities engagement work completed over the nine months of engagement.

Values and Priorities

Value #1: Repair the collective harms experienced by the community due to the historical impacts of racism and the murder of George Floyd.

The murder of George Floyd ushered a global outcry against the inhumanity of racism and its impacts on our society. These impacts must be acknowledged and we must identify solutions to heal our collective wounds and prosper.

- **Priorities:**
 - a. Create spaces for reflection, truth-telling, and healing.
 - b. Strengthen the economic health, community safety, and overall wellness of the community.
 - c. Remedy environmental injustices and disparities that resulted from historical street design decisions.
 - d. Improve access and reduce barriers to high-quality transportation options.

Value #2: Honor George Floyd Square as a sacred and active memorial space.

George Floyd Square organically emerged out of the community in protest to the murder of George Floyd, other lost lives, and a desire for justice. GFS has since flourished with artistic offerings and community gatherings. In honor of this, it should continue to be a space for community participation and wellness.

- **Priorities:**
 - a. Include the George Floyd family in the development of GFS.
 - b. Create welcoming and flexible spaces that prioritize a safe, accessible, and comfortable environment for community gatherings and visitors.
 - c. Preserve space for integrating existing and future art and memorials.

Value #3: Center the needs of the community of George Floyd Square.

The intersection of 38th & Chicago was forever transformed in the aftermath of the murder of George Floyd. It should be designed to honor this transformation and to enable wellness for those who live nearby and visit.

- **Priorities:**
 - a. Prioritize the needs and daily experiences of the community who live and work in the George Floyd Square area.
 - b. Maintain clear and reliable access for residents, businesses, and visitors.

George Floyd Square Vision Framework - Action Steps

George Floyd Square - Vision Framework Matrix			
Memorials	Peoples' Way	Streets (Right-of-Way)	Other Efforts
Value #1: Repair the collective harms experienced by the community due to the historical impacts of racism, and the murder of George Floyd.			
Priority 1a: Create spaces for reflection, truth-telling, and healing.			
<p>Action:</p> <p>(1) Ensure that future memorials in the ROW permitted by the City support this value.</p> <p>(2) As memorials are reintegrated into the new ROW, ensure that there is enough space for people to gather around them and reflect.</p>	<p>Action:</p> <p>(1) Require physical spaces for reflection, truth-telling, and healing in any final project for the Peoples Way site.</p> <p>(2) Encourage the community owner to offer services for reflection, truth-telling and healing in a completed project.</p>	<p>Action</p> <p>(1) Ensure the design of the ROW accommodates gathering and ensures the safety of people while gathering.</p>	<p>Action:</p> <p>(1) Initiate a Truth Telling platform that supports harm repair (REIB, NCR).</p>
Priority 1b: Strengthen the economic health, community safety, and overall wellness of the community.			
<p>Action:</p> <p>(1) Compensate artists for their time for planning the reintegration of their works into the new ROW.</p> <p>(2) Include in the criteria for future permitted memorials to have appropriately compensated artists and designers.</p>	<p>Action:</p> <p>(1) Require any final project for the Peoples' Way site to improve the economic health, community safety, and overall wellness of the community, in line with community input.</p> <p>(2) Require the underground pollution to be cleaned up at the beginning of a future redevelopment project.</p>	<p>Action:</p> <p>Community Safety</p> <p>(1) Include Pedestrian Scale Street Lighting along 38th St and Chicago to increase visibility for all modes of transportation.</p> <p>(2) Provide safety and accessibility improvements to prioritize those walking, rolling, and biking.</p> <p>Wellness</p> <p>(3) Remove and replace all lead service water lines to residential and commercial properties.</p>	<p>Action:</p> <p>Economic Health</p> <p>(1) Support the implementation of the Thirty-Eighth Street THRIVE Strategic Development Plan (CPED).</p> <p>Community Safety</p> <p>(2) Continue the implementation of the South Minneapolis Community Safety Center and the Lake Street Safety Center (OCS).</p> <p>(3) Continue the implementation of the MDHR Settlement Agreement and the DOJ Consent Decree (MDP, CAO).</p> <p>Wellness</p> <p>(4) Develop strategies, conduct needs assessment and procure funding to implement Health Equity Zones in the area of GFS.</p>

George Floyd Square Vision Framework - Action Steps

George Floyd Square - Vision Framework Matrix			
Memorials	Peoples' Way	Streets (Right-of-Way)	Other Efforts
Value #1: Repair the collective harms experienced by the community due to the historical impacts of racism, and the murder of George Floyd.			
Priority 1c: Remedy environmental injustices and disparities that resulted from historical street design decisions.			
Action: NA	Action: NA	Action: (1) Incorporate as many trees as feasible into new boulevard spaces to mitigate the urban heat island impacts, provide shade, help reduce noise pollution, and improve air quality. (2) Provide green stormwater infrastructure features to decrease the amount of impervious surfaces, reduce stormwater runoff, and treat stormwater to remove pollutants and sediments before they enter Lake Hiawatha.	Action: NA
Priority 1d: Improve access and reduce barriers to high-quality transportation options.			
Action: NA	Action: NA	Action: (1) Restore transit service to Chicago Avenue to improve service and access for customers, while also reducing commute times to nearby residents who rely on transit for access to jobs, services, shopping, school, and everyday needs. (2) Provide all ages and abilities bikeways along 38th Street and Chicago Ave that will provide safe, comfortable, and convenient access to nearby residences, businesses, parks, transit service, and for visitors at George Floyd Square.	Action: NA

George Floyd Square Vision Framework - Action Steps

George Floyd Square - Vision Framework Matrix			
Memorials	Peoples' Way	Streets (Right-of-Way)	Other Efforts
Value #2: Honor George Floyd Square as a sacred and active memorial space.			
Priority 2a: Include the George Floyd family in the development of GFS.			
<p>Action:</p> <p>(1) Gather input from Rise & Remember and the Floyd Family on the reintegration of existing memorials into the ROW.</p> <p>(2) Include support from the Floyd family in the criteria for future permitted memorials.</p>	<p>Action:</p> <p>(1) Keep the Floyd family informed of the development of the Peoples Way site.</p>	<p>Action: Gather input from Rise & Remember and the Floyd family on locations to be set aside for memorials in the street design.</p>	<p>Action: NA</p>
Priority 2b: Create welcoming and flexible spaces that prioritize a safe, accessible, and comfortable environment for community gatherings and visitors.			
<p>Action:</p> <p>(1) Ensure that future memorials in the ROW permitted by the City support this value.</p> <p>(2) As memorials are reintegrated into the new ROW, ensure that there is enough space for people to safely gather around them and reflect.</p>	<p>Action:</p> <p>(1) Require any final project for the site to include welcoming and flexible spaces for community gatherings and visitors, in line with community input.</p>	<p>Action:</p> <p>(1) Prioritize traffic calming, safety, and accessibility improvements, while physically delineating space for gathering, visitors, and art/memorial spaces.</p> <p>(2) Develop a design that supports more flexible operations and programming so it can easily accommodate future events and celebrations.</p>	<p>Action: NA</p>
Priority 2c: Preserve space for integrating existing and future art and memorials.			
<p>Action:</p> <p>(1) Identify priority locations in the ROW for reintegrated and future memorials.</p> <p>(2) Ensure the design of the ROW can adequately support future memorials.</p> <p>(3) Actively engage the artists and caretakers in the planning of the reintegration of memorials into the ROW design.</p> <p>(4) Gather input from Rise and Remember on the design of their preferred location for a future memorial.</p>	<p>Action:</p> <p>(1) Require any final project for the site to incorporate existing and future art and memorials into any final project design, in line with community input.</p>	<p>Action:</p> <p>(1) Preserve the area where George Floyd was murdered for a future Floyd Family memorial and ensure no vehicles will pass over the location where he took his last breath.</p> <p>(2) Accommodate space in the right-of-way for the existing art and memorials, while also providing space for new art and memorials in the future.</p> <p>(3) Provide intersection gateway treatments in the form of medians and a traffic circle where the existing fist sculptures reside.</p>	<p>Action: NA</p>

George Floyd Square Vision Framework - Action Steps

George Floyd Square - Vision Framework Matrix			
Memorials	Peoples' Way	Streets (Right-of-Way)	Other Efforts
Value #3: Center the needs of the community of George Floyd Square.			
Priority 3a: Prioritize the needs and daily experiences of the community who live and work in the GFS area.			
<p>Action:</p> <p>(1) Engage the community in providing input on the reintegration of memorials into the new ROW design.</p> <p>(2) Include in the criteria for future permitted memorials to have appropriately engaged the community.</p> <p>(3) Include in the criteria for permitting future memorials that these memorials honor the spirit of the community that created GFS.</p>	<p>Action:</p> <p>(1) Require any community owner to conduct community engagement to ensure any final project prioritizes the needs and experiences of the community who live and work in the GFS area.</p>	<p>Action:</p> <p>(1) Restore access for all transportation modes, including transit, to Chicago Ave to revitalize existing businesses and vacant storefronts.</p> <p>(2) Provide greater accessibility to transit near businesses, residences, and memorials.</p>	<p>Action: NA</p>
Priority 3b: Maintain clear and reliable access for residents, businesses, and visitors.			
<p>Action: NA</p>	<p>Action:</p> <p>(1) Ensure future site development aligns with design requirements as outlined in the Transportation Action Plan and the Street Design Guide to ensure safe and convenient transportation and site access.</p>	<p>Action:</p> <p>(1) Prioritize maintaining access for visitors, residents, businesses, and other George Floyd Square activities during construction.</p> <p>(2) Maintain full access for vehicles, transit, emergency vehicles, and deliveries without restrictions to driveways or alleys.</p>	<p>Action: NA</p>

Engagement Methods

The George Floyd Square Visioning and Priorities engagement built on the 38th & Chicago Re-envisioned work from 2021-2023.

Over the nine-month engagement period, multiple engagement methods were used to reach the community.

George Floyd Square Pilgrimage

The engagement team and City of Minneapolis staff started their engagement process with a pilgrimage to George Floyd Square developed by Rise & Remember. The team, embarked on a two-hour tour around George Floyd Square to hear perspectives of the community before and after May 25, 2020. This engagement helped inform the team in developing the March 28th Dinner Dialogue at Sabathani Community Center.

Dinner Dialogues

The engagement team hosted a Dinner Dialogue on March 28th, 2024. This event served as a grounding in the work of the Community Priorities and Visioning Engagement meeting series. The final Dinner Dialogue on October 29th, 2024 will present the findings from the nine-months of engagement.

Visioning Workshops

Starting in April, the team, led by the Cultural Wellness Center (CWC), engaged in five Visioning Workshops at The Square at Chicago Avenue Shops, a community gathering event space. Each meeting started and ended with takeaways from previous and current workshops. Small groups were loosely established for discussion on the primary projects and community priorities. Over time, and through lessons learned, the team realigned strategically to allow community participants to choose which topics they wanted to contribute to.

Office Hours

In addition to the Visioning Workshops, the Cultural Wellness Center met weekly for office hours at Agape Movement's headquarters in George Floyd Square. During this time, the Cultural Wellness Center, community, and

city staff engaged in informal conversations to offer a deeper and more well-rounded understanding of the broader social, health, and economic concerns and opportunities for the future of George Floyd Square. Under the Cultural Wellness Center umbrella, two (2) "slow rolls" were hosted to provide a unique perspective on George Floyd Square as part of the larger context of the 38th Avenue Cultural District and Southside's African American history.

Business One on Ones

Led by the Public Policy Project, team members conducted individual conversations with businesses in George Floyd Square. Fifteen businesses were contacted, and ten voluntarily met with the team to discuss their operations before and after May 25, 2020. Detailed questions explored what business success would look like and how the visioning process could support the future of their businesses in George Floyd Square. Multiple businesses expressed frustration with the process, the lengthy timeline for improvements, and the negative impact on their operations. All participating businesses wanted the streets to remain accessible to pedestrians and vehicles at George Floyd Square. However, opinions on transit varied: some strongly supported its return, while others were indifferent, prioritizing customer traffic over transit and uncertain whether transit would boost patronage.

During these conversations, businesses had the ability to explain their reasons for opening at 38th and Chicago. They identified regular traffic counts of 50-100 visits per day and emphasized that, as businesses frequented by community members from a broader geographic area, their success depended on easy access.

The businesses serve a diverse clientele, including people of different ages, for whom parking and walking near the business were critical factors in accessing their services.

Door Knocking

In September 2024, City of Minneapolis staff conducted door-knocking in and around George Floyd Square. Staff encouraged community members to participate in the final Visioning Workshop and to attend the Dinner Dialogue on October 29th. 320 residents and businesses were engaged through door-knocking. Most of the time, postcards or door hangers were left with neighbors encouraging them to join the Visioning Workshops. City staff were also able to engage with multiple community members regarding their input on their primary questions and concerns.

Focus Groups

In October, the Public Policy Project led two focus groups for seniors and youth. The team acknowledged that these two groups had limited participation in the Visioning Workshops. Similar material was shared from the visioning workshops at the focus groups. Seniors and youth provided unique insights into the projects being considered, and their feedback is reflected in the action steps within the Vision Framework.

Public Engagement As Perceived by the Community

There is still emotion related to the City of Minneapolis leading the visioning work at George Floyd Square. People attended the engagement series for varied reasons, including challenging the facilitation and wanting to learn more about the projects being considered. Attendees consistently expressed the need to keep the need of the community a priority. While the process has yielded repeat participation, some feel there aren't enough African American voices involved. Community members are tired and wary of engagement processes without resolution, results, or actionable next steps. Many want the 24 Demands for Justice to be acknowledged and met before development, particularly at the Peoples' Way can occur.

Community participants perceive creating a unified vision for George Floyd Square as incredibly challenging. Each component (Peoples' Way, Memorials, Street Development) interweaves with larger stories of justice,

racial healing, community safety, and economic vitality. Many community members are ready to see some sort of change while still honoring George Floyd Square; other community members are hesitant about what physical changes may be made to the place and to who's benefit. The community strongly hopes the engagement process will bring about actionable next steps. Emotions still run high - some feel like the City is moving too fast, while others feel like it is moving too slow. The community around George Floyd Square has divergent views, but the majority are committed to the spirit that created this unique place in Minneapolis.



Engagement Summary

Relationship Between the City and the Community

As indicated previously in the section “Public Engagement as Perceived by the Community,” there are a lot of emotions and distrust of the “City of Minneapolis.” Over the course of the Visioning and Priorities engagement process, City staff and the engagement team worked hard to break down the mistrust, develop shared understanding, and provide transparency with the community regarding the process. The team worked hard to cross bureaucratic boundaries and include staff from the multiple City of Minneapolis departments in all of the engagement activities. As the process unfolded the project team members furthured their relationships with community members through the Visioning Workshops and the Office Hours held at Agape. With a project as complex as George Floyd Square, many people may not get exactly what they want, and many community members may not have had the opportunity to provide their feedback. However, a framework has been set up for future teams to work through deeper issues in the City that are top concerns for many community members who participated. These include a truth and reconciliation process, and further discussion on community safety and economic vitality.

Lesson Learned

The engagement process was focused on in-person activities and deepening relationships within the community immediately around George Floyd Square. Attendance was robust at the Dinner Dialogues and the Visioning Workshops, with multiple engagements garnering more than 100 people attending. The majority of the attendees were White residents and community members. Targeted outreach through office hours at Agape, business one on ones, focus groups, and door knocking reached African Americans and business owners who live and work within the community. However, limited members of the Native and Latino communities participated in the engagement activities. Additional outreach should be considered for these constituencies as the projects unfold.

Future engagements should also consider using more robust online tools and have access to material in multiple languages.

Vision Framework

The vision framework presented earlier identifies the values and priorities that should be considered for any development that happens within George Floyd Square. The three City of Minneapolis projects (Streets, Peoples’ Way, and Memorials) have specific action steps that will be implemented in the coming years. In addition to the three projects the City of Minneapolis is taking concrete actions towards other priorities that the community has identified through this engagement process, including: Racial Healing, Community Safety, and Economic Vitality.



Engagement Summary



800+ attendees at engagement events!

1,500+ comments from engagement!



700
Post Cards and Door Hangers



320
Door Knocks Residents and Businesses



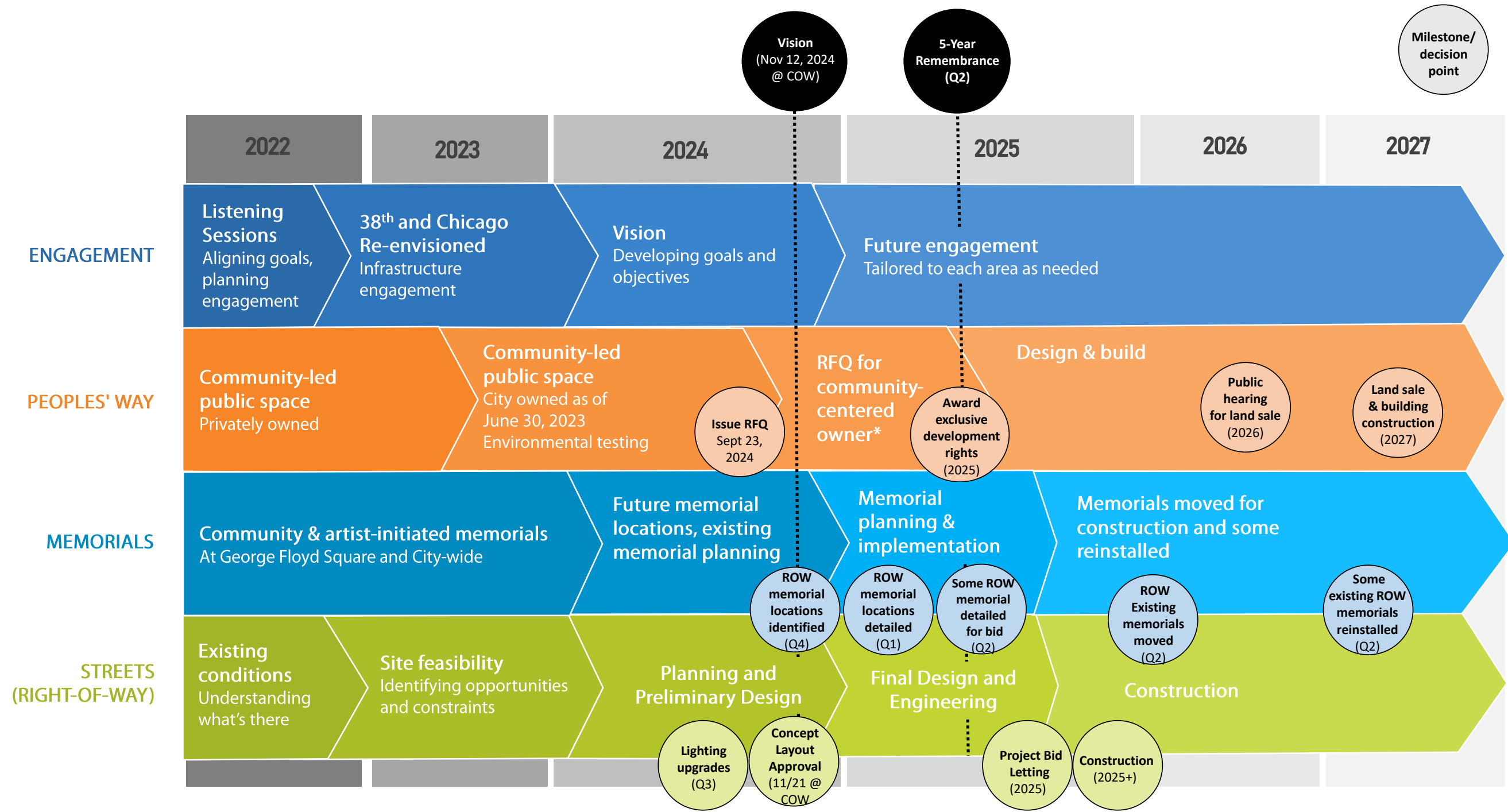
18
GovDelivery Emails (12,880 recipients)



9,827
Online Impressions (Total number of website visitors)

25,000+ total interactions!

George Floyd Square Project Timeline 2022-2027



*Request for Qualifications (RFQ) process will be used for the Peoples Way by asking parties interested in owning and developing the Peoples Way to submit their qualifications for City review. This process provides an opportunity for community-centered entities to partner with the City and community to develop a plan

City of Minneapolis Investments in George Floyd Square Communities

Purpose: To share efforts that the City of Minneapolis has supported for George Perry Floyd Square.

This report provides an extensive list of investment within the community. This may not be entirely comprehensive and is subject to change.

Summary: Since the summer of 2020, the City of Minneapolis has invested more than \$5 million dollars into housing, infrastructure, art preservation and social services in the area around George Floyd Square. These investments are designed to revitalize the neighborhood and address the community’s needs. Collectively, this work aims to create a safer, more equitable and vibrant community for all residents. Highlights include:

- \$1.23 million in Affordable Housing Trust Fund dollars to support the construction of Belfry Apartments at 3901 Chicago Ave, near George Floyd Square. The apartments include 41 affordable rental units.
- \$1.5 million in forgivable loans through the George Floyd Square/38th & Chicago Forgivable Loan Program.
- Secured an \$850,000 federal grant to further support the Minneapolis Homes Down Payment Assistance program and Home Improvement Financing program in the four neighborhoods surrounding George Floyd Square: Central, Powderhorn Park, Bancroft and Bryant.
- Continued coordination to ensure transportation access is maintained in George Floyd Square.
- \$228,000 to support artists and conservators in planning for moving and storing community memorials during reconstruction of the right-of-way.
- \$200,00 spent by the City of Minneapolis (CPED) in June 2023 to purchase the Peoples’ Way gas station for redevelopment to serve the needs of the community. Request for Qualifications (RFQ) applications opened in September 2024.
-
- George Floyd Square Vision community engagement effort to create a community-centered vision for the area that includes the streets, Peoples’ Way and memorial process.

Economic Vitality

- The Business Development division of CPED completed a George Floyd Square/38th & Chicago Forgivable Loan Program in 2021 with the following results:
 - 30 loans of \$50,000 each for a total of \$1.5 million
 - 67% of borrowers were tenants, 20% own and occupy their space, and 13% own the commercial property.
 - Borrowers used the funds on such things as payroll, rent, mortgage, utilities, supplier payments, property repair, and other working capital needs.
 - Demographics of the borrowers (self-reported):

40% Black/African American	57% Non-Hispanic/Latinx	43% Male
20% White	20% nonprofit organization	20% nonprofit organization
20% nonprofit organization	20% prefer not to answer	17% Female
10% other multi-racial	3% Hispanic/Latinx	17% owners w/ mix of genders
7% prefer not to answer		3% prefer not to answer
3% Asian		

- The Employment and Training division of CPED has a partnership with Pillsbury United Communities (PUC) to provide youth and adults with career training and job placement services. The services are provided in the areas of south Minneapolis, near and around George Floyd Square, Cedar Riverside and North Minneapolis. More recently PUC, through their Creative Commons work at Pillsbury Theater, is expanding its career pathways offerings to the creative arts sector. This includes establishing career training and exposure to jobs and careers in the performing arts, specifically those in live theater production. More information on our citywide workforce services can be found on the City website.

- The City provided funds to Sabathani Community Center for green jobs training.
- The City increased funding in the 2021 City budget for a new Rebuild Resilient program. This program provided \$1 million for energy improvements for properties harmed by the civil unrest.

Housing

- The Residential Finance division of CPED contributed \$1.23 million in Affordable Housing Trust Fund dollars to a partnership between the Trellis Company and Calvary Lutheran Church to construct a new two and a half-story affordable apartment building in conjunction with the rehabilitation of the existing historic church building at 3901 Chicago Avenue.
- In 2024, the Residential and Real Estate Development division of CPED was awarded a \$850,000 federal grant to further support the Minneapolis Homes Down Payment Assistance program and Home Improvement Financing program in the four neighborhoods surrounding George Floyd Square: Central, Powderhorn Park, Bancroft and Bryant.
- The Residential and Real Estate Development division of CPED awarded \$870,000 in funding to four organizations serving renters in the 38th and Chicago area: Powderhorn Park Neighborhood Association, Hispanic Advocacy and Community Empowerment through Research, Lutheran Social Services and We Win Institute, Inc.

38th & Chicago, Re-Envisioned (infrastructure planning & design)

- Conducted a series of listening sessions with 30 community stakeholders (residents, community leaders, business owners). These took the form of interviews and stakeholders were asked to share their experiences and desires for the intersection of 38th & Chicago. The goal was to aid in refining alignment with the project goals, vision and future public engagement efforts.
- Established a Co-Creation Team (CCT), composed of community stakeholders who worked directly with the Public Works project team as a part of the community engagement process. The CCT provided guidance to the project team throughout the community engagement process to jointly

reach a recommended final design concept for the intersection of 38th & Chicago.

- The project team and CCT hosted 10 block event meetings along the streets near George Floyd Square to provide a dedicated forum to collect input on the project goals, vision and design priorities. These events were extended to the neighborhood, former residents and broader community members.
- Hosted a series of Learning Table events where community members could ask critical questions, develop relationships, create partnerships, share ideas and make commitments, to explore for incorporation in the project.
- Conducted community open houses, focus groups and pop-up engagement activities in the Square to engage with visitors and residents.
- Accelerated funding to reconstruct the 38th and Chicago intersection. This includes working with the Metro D Line rapid transit project to determine the long-term route and operations through the area.
- Conducted a series of visioning workshops hosted by the City and the engagement team (4RM+ULA and the Cultural Wellness Center) to gather community input for the future of George Floyd Square. These workshops helped create a community-centered vision for the area, including the Peoples' Way, memorial locations and right-of-way.

Right-of-way management and operations

- Coordinated with Metro Transit to return route 23 service to 38th Street through George Floyd Square.
- Secured near-term funding for additional pedestrian-scale street lighting to better serve people and businesses within George Floyd Square.
- Performed water main maintenance to replace valves, as well as clean and line pipes to ensure quality water supply for residents and businesses in the area.
- Built a new parklet for public use around George Floyd Square. The parklet is a seasonal gathering space with seating built into the right-of-way, next to the curb and an extension of the sidewalk. The

City of Minneapolis Investments in George Floyd Square Communities

City repaired and re-installed the parklet in 2024 following damage during the 2023 season.

- Built new planters and provided unused planters for community members to add more streetscaping to the area.
- Created and installed new signs for the commemorative street renaming, with custom installation to prevent theft.
- Supplied bins and garbage bags for community volunteers to use to collect the large amounts of trash that is left in the area. The City’s solid waste crews clean out the bins twice a week.
- Manage waste and/or debris removal in the street to maintain traffic flow.
- Coordination with Metro Transit to manage transit detours for routes 5 and 23, as well as the D Line rapid transit project. Includes coordination with Metro Transit to facilitate the return of the Route 23 along 38th St in March 2024.
- Manage the installation and replacement of signing, striping and barriers along the street to delineate space, improve safety for non-motorized users, and manage vehicular operations.
- Manage and maintain the traffic barrier posts around the fist sculptures at the gateway points to the Square.
- Conduct extra street washing and sweeping to remove sand and debris, including working with community members to time the washing with the semi-annual reapplication of the Remembrance Names painting on the street along Chicago Ave.
- Close the street annually for a community clean-up and the repainting of the Remembrance Names artwork.
- Provide additional snow removal to clear snow berms left after plowing from streets and sidewalks.
- Maintain the grounds around the Say Their Names Cemetery.

- Creative Response Fund and Creative City Making program
- \$15,000 awarded each to 12 artist teams in 2023.
- “Art for Liberation”, a racial healing-based arts activity in George Floyd Square in the summer of 2023, hosted by local artists Ashembaga Jaafaru and Sterling Miller.
- \$150,000 allocated for the Creative CityMaking program to hire a diverse team of artists and healers to lead community engagement processes.

Cultural Districts Arts Fund, a new initiative in 2024

Arts Fund Highlights:

- Marquise Bowie awarded Cultural District ambassador for wards 8 and 9, including the area of George Floyd Square.
- Quarterly community gatherings with more than 50 attendees; ongoing documentation of community needs, ideas and feedback; and regular meetings with other Cultural District ambassadors.
- Creative writing convenings for community members along the 38th Street cultural corridor, focused on healing trauma, critical thinking, and cross-cultural conversation.
- Development of youth mentorship and job training programs in the district.
- Advocacy for public art, cultural spaces, and economic development initiatives in the district.

Festivals and Cultural Spaces Activation:

- Before Chicago Avenue will create a festive, welcoming environment to reactivate the corner at 41st and Chicago as a place of coming together for the neighborhood. At the same time, the event will bring Native arts to the forefront of the Chicago Avenue Arts Corridor.
- Chicago Avenue Fire Arts Center will host community events throughout the year, including the Open (Hot)House, an iron pour, gallery shows and artist talks, and a new arts learning experience with community collaborators.

Arts and cultural affairs

Preservation

- \$228,000 to support artists and conservators in planning for moving and storing community memorials during reconstruction of the right-of-way.

- Listen2Us Radio will host monthly photo exhibits showcasing the work of BIPOC artists with a focus on social justice themes; Community events and discussions to foster engagement and dialogue on issues of race, police violence and social justice; and visitor engagement at George Floyd Square, promoting ongoing conversations about social issues. (This organization was also received \$20,000 for this work through Neighborhood and Community Relations Partnership engagement fund.
- Pillsbury House + Theatre will throw the fifth annual Inside Out Block Party in July 2025 to highlight, celebrate and promote the abundance of artists and creative activity in our community.

Pop-up Art Activation:

- Duniya Drum & Dance will hold the Fakoly Drum and Dance Conference. The three-day event features West African drum & dance workshops and a Saturday evening performance. The conference will be held at the Sabathani Community Center and is open to the general public. This is an opportunity for the neighborhood to learn and experience traditional West African rhythm and movement. The Fakoly conference will inspire, share, honor and connect people to West African culture.
- Diva Rags will host a pop-up shop titled “MN Creative Group” in December 2024. Community engagement through this activity will share the wealth of experience, knowledge and expertise surrounding community building. With a focus on well-being and economic vitality, the pop-up will showcase local artists and business owners within five blocks from George Floyd Square.

Community Safety Reform

- The City is working to develop a safety ecosystem. To reach this goal, City staff are implementing activities from the Safe and Thriving Communities Report and working with New York University’s Policing Project. Work includes collecting data so that we can make better decisions, increasing how we share information with community members, and increasing collaboration between safety service providers (including City staff, other part of the government, and community groups). It also includes creating safety centers including the

Lake Street Safety Center and South Minneapolis Safety Center. More information can be found here:

- [Community Safety Ecosystem.](#)
- On March 31, 2023, the Minneapolis City Council and Mayor Jacob Frey approved terms of an MDHR Settlement Agreement and Order. It resolves the Minnesota Department of Human Rights’ (MDHR) probable cause determination that the City of Minneapolis and Minneapolis Police Department (MPD) have engaged in a pattern or practice of race discrimination in violation of the Minnesota Human Rights Act. The settlement agreement outlines a framework for lawful, non-discriminatory policing and better support for public safety in Minneapolis.
- On June 16, 2023, the DOJ issued a report about the City of Minneapolis and the Minneapolis Police Department. The report states that the DOJ has reasonable cause to believe that the City and MPD engage in a pattern or practice of conduct that deprives people of their rights under the Constitution and federal law. The City and DOJ have agreed to negotiate toward a court-enforceable consent decree with an independent monitor.

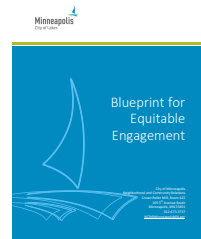
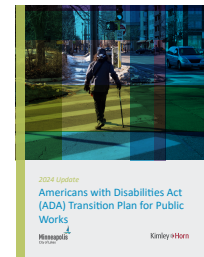
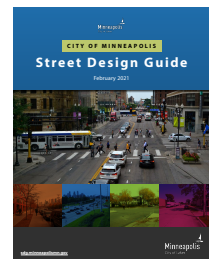
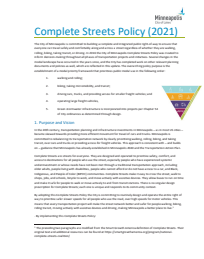
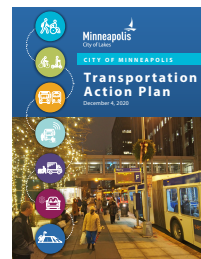
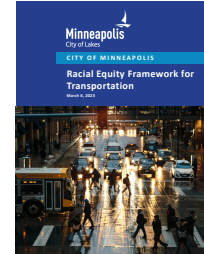
NCR Partnership Engagement Fund

- Expanding and Deepening Twin Cities Healing Justice Anti-Racism Youth and Community Work \$20,000.00
- This project aims to implement programming via workshops focused on community engagement, leadership skills, and community issues for youth ages 14-24. The workshops will be conducted in partnership with a local organization and will provide education on systematic racism and its impacts in the world.
- Organization: Twin Cities Healing Justice, a program of the American Friends Service Committee
- Neighborhood Partner: Corcoran

Policy Reports and Documents

The following City of Minneapolis policies and plans inform the work in this report:

- [38th & Chicago Re-Envisioned Summary](#) report (February 2024)
- [38th Street Thrive Cultural District Plan](#) (February 2021)
- [Racial Equity Framework for Transportation](#) (March 2023)
- [Climate Equity Plan](#) (2023)
- [Transportation Action Plan](#) (December 2020)
- [Complete Streets Policy](#) (2021)
- [Street Design Guide](#) (February 2021)
- [Vision Zero Action Plan](#) (2023-2025)
- [ADA Transition Plan for Public Works](#) (2024)
- [Minneapolis 2040 Comprehensive Plan](#)
- [Blueprint for Equitable Engagement](#) (2016)
- [Truth and Reconciliation Process](#)
- [Minneapolis Safe and Thriving Communities Report](#)



Community written documents referenced during the engagement that inform this report:

- [Justice Resolution 001 \(24 Demands for Justice\)](#)
- George Floyd Square Independent Community Survey (Published June 2024)



Project Leadership and Contributors

City of Minneapolis:

- Project Director: Alexander Kado, Office of Public Service
- Assistant Director: Heidi Garrido, Office of Public Works
- Streets (Right-of-Way): Nathan Koster, Public Works
- Peoples' Way: Rebecca Parrell, Community Planning & Economic Development (CPED)
- Memorials: Mary Altman, Arts & Cultural Affairs
- Racial Healing: Charisma Smith, Race Equity, Inclusion & Belonging (REIB)
- Racial Healing: Prince Corbett, Race Equity, Inclusion & Belonging (REIB)

- Administrative Lead: Rae Beasley, 4RM+ULA
- Administrative Lead: Sister Peace, Cultural Wellness Center
- Engagement Support: Noa Havilio, 4RM+ULA
- Graphic Support: Emily Dam, 4RM+ULA

Other Consultant Support:

- Craig Vaughn, Trey Joiner, TC2
- Mike McGarvey, Josh Colas, Erin Hunker, SRF Venues Used for Engagement:
- Dinner Dialogue March: Sabathani Community Center, 310 East 38th Street, Minneapolis, MN 55409
- Visioning Workshops (5 total): The Square at Chicago Avenue Shops, 3736 Chicago Avenue, Minneapolis, MN 55407
- Wednesday Office Hours: The Agape Movement, 3741 Chicago Avenue, Minneapolis, MN 55407
- Seniors Focus Group: Sabathani Senior Housing, 3701 3rd Avenue South, Minneapolis, MN 55409
- Youth Focus Group: The Agape Movement, 3741 Chicago Avenue, Minneapolis, MN 55407
- Dinner Dialogue October: Calvary Lutheran Church, 3901 Chicago Avenue, Minneapolis, MN 55407

Community Engagement Consultant Team:

- Engagement Team Director: Nathan Johnson, 4RM+ULA
- Lead Facilitator: Atum Azzahir, Cultural Wellness Center
- Lead Facilitator: Anthony Taylor, Cultural Wellness Center
- Project Manager: Lyssa Washington, 4RM+ULA
- Focus Group and Business Engagement Facilitator: James Trice, Public Policy Project



George Floyd Square Visioning Report - Draft

Streets (Right-of-Way)

Project Overview

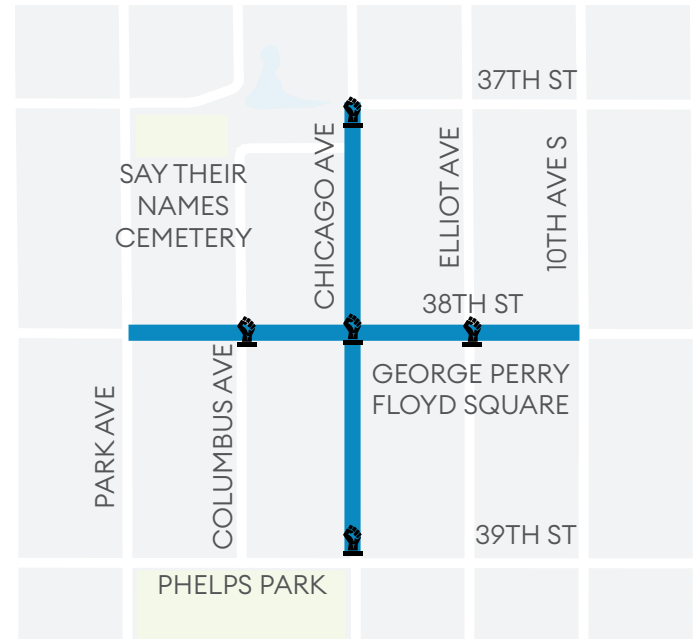
On May 25, 2020, George Floyd was murdered by a Minneapolis police officer at the intersection of 38th and Chicago, now known as George Perry Floyd Square. Since his death, the area has become a gathering space for racial healing and reflection. Minneapolis Public Works plans to reconstruct the intersection after conducting a community engagement process to re-envision the intersection.

The streets of 38th Street East and Chicago Avenue South were built in phases between 1957 and 1963 and have exceeded their useful life. Residents and businesses have also faced access challenges while traveling in the area given the expansive memorials and artworks. Given the age and condition of the streets, as well as evolving uses within the space, a reconstruction is necessary to support a re-envisioned intersection.

Project Intent

- This project will seek to balance traditional asset management needs with the intersectionality of justice, healing, placemaking and culture.
- Public Works and community stakeholders will evaluate a range of options that represent transportation, utility, and community-centered public realm needs.
- The reconstruction project will involve the entire public right-of-way and will include new sidewalks, ADA pedestrian ramps, pavement, curb and gutter, lighting, and utility improvements.
- This work will also thoroughly consider and explore the integration of METRO D Line bus rapid transit and local bus service on Routes 5 and 23.

Project Area



Existing Photos



GFS Street Design Values and Priorities

Value #1: Repair the collective harms experienced by the community due to the historical impacts of racism and the murder of George Floyd.

The murder of George Floyd ushered a global outcry against the inhumanity of racism and its impacts on our society. These impacts must be acknowledged and we must identify solutions to heal our collective wounds and prosper.

- **Priorities:**
 - a. Create spaces for reflection, truth-telling, and healing.
 - c. Remedy environmental injustices and disparities that resulted from historical street design decisions.
 - d. Improve access and reduce barriers to high-quality transportation options.

Value #2: Honor George Floyd Square as a sacred and active memorial space.

George Floyd Square organically emerged out of the community in protest to the murder of George Floyd, other lost lives, and a desire for justice. GFS has since flourished with artistic offerings, and community gatherings. In honor of this, it should continue to be a space for community participation and wellness.

- **Priorities:**
 - a. Include the George Floyd family in the development of GFS.
 - b. Create welcoming and flexible spaces that prioritize a safe, accessible, and comfortable environment for community gatherings, and visitors.
 - c. Preserve space for integrating existing and future art and memorials.

Value #3: Center the needs of the community of George Floyd Square.

The intersection of 38th & Chicago was forever transformed in the aftermath of the murder of George Floyd. It should be designed to honor this transformation and to enable wellness for those who live nearby and visit.

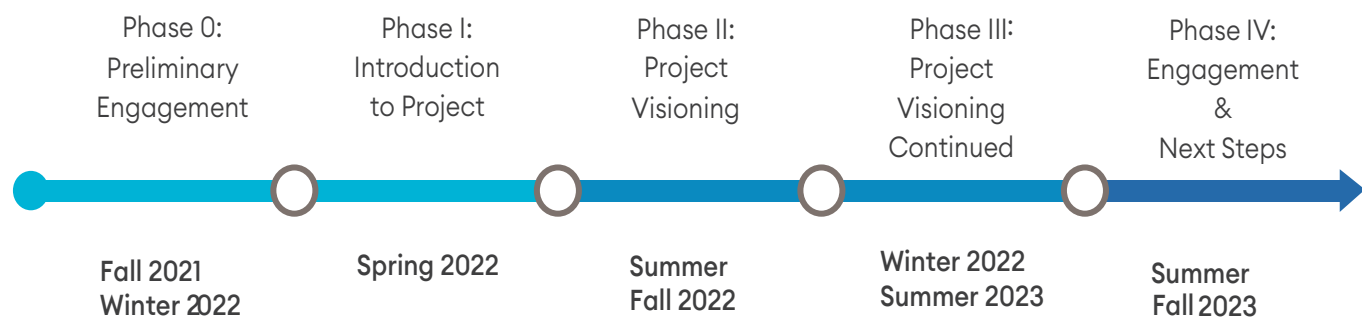
- **Priorities:**
 - a. Prioritize the needs and daily experiences of the community who live and work in the George Floyd Square area.
 - b. Maintain clear, and reliable access for residents, businesses, and visitors.

Streets (Right-of-Way) - Engagement

Engagement Timeline

The Public Works 38th & Chicago Re-envisioned project consisted of several phases centered around community engagement outreach. Five phases of engagement occurred with varying engagement methods utilized throughout. Methods included development of a

community stakeholder led advisory group with decision making power (Community Co-Creation Team (CCT)), listening sessions, open houses, focus groups, and learning tables. The project timeline was as follows:



How We Engaged

- 6 Focus Groups
- 10 Block Group Meetings
- 3 Open Houses
- 2 Surveys
- 2 Pop-ups
- 30 Listening Sessions
- 14 Learning Tables
- 11 Co-Creation Team Meetings

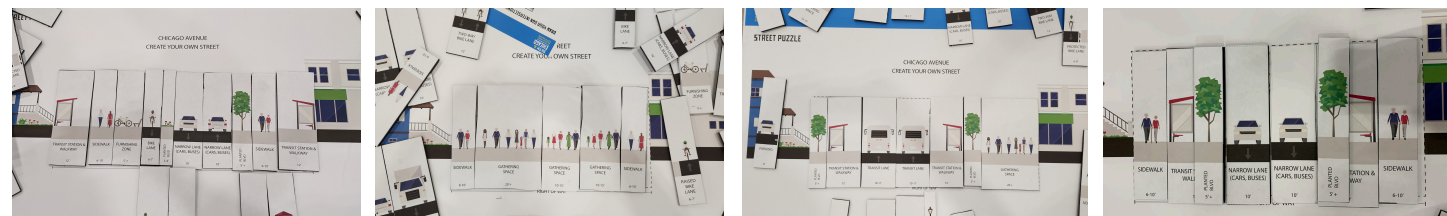
Over 1,000 community members participated in these events and more than 2,500 comments collected.

Engagement Example - Street Puzzle

The street puzzle activity was used to gather input from the community on their ideas for a street layout for both 38th Street and Chicago Avenue. People chose from a variety of street elements such as bike lanes, sidewalks,

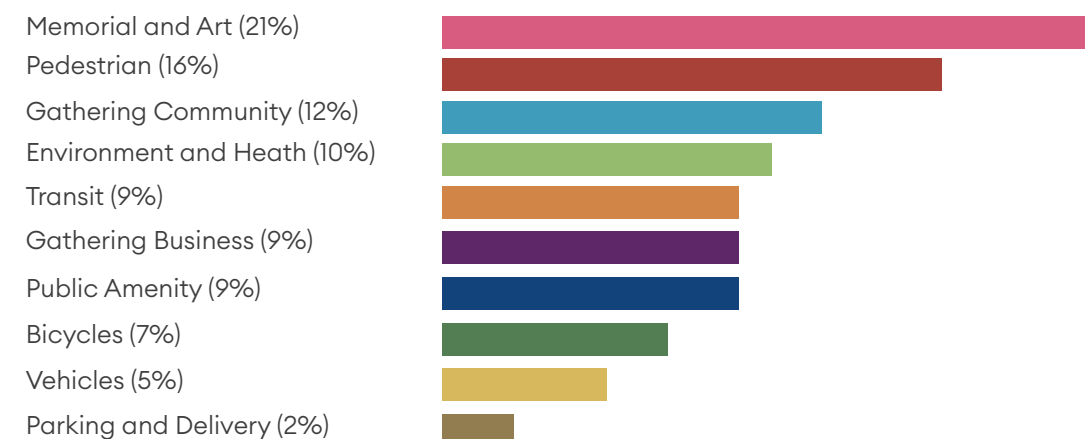
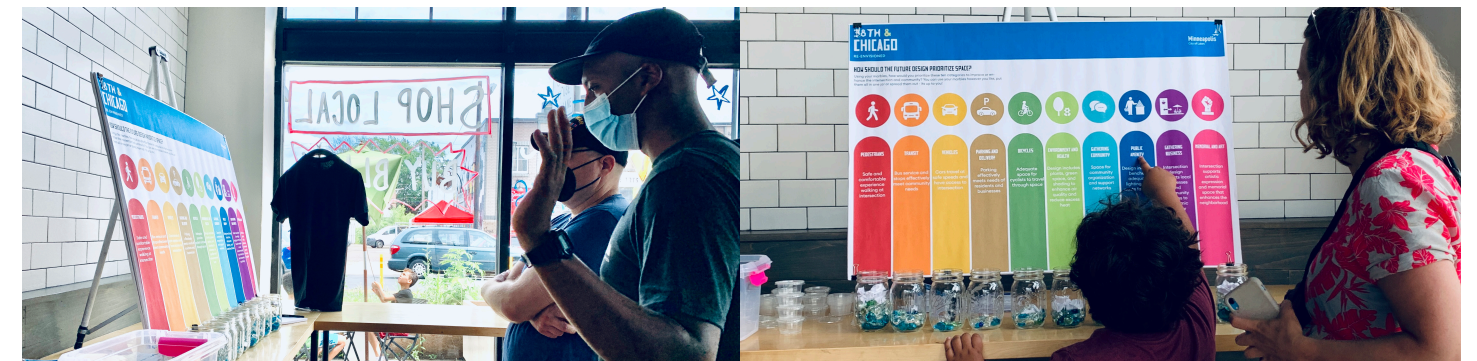
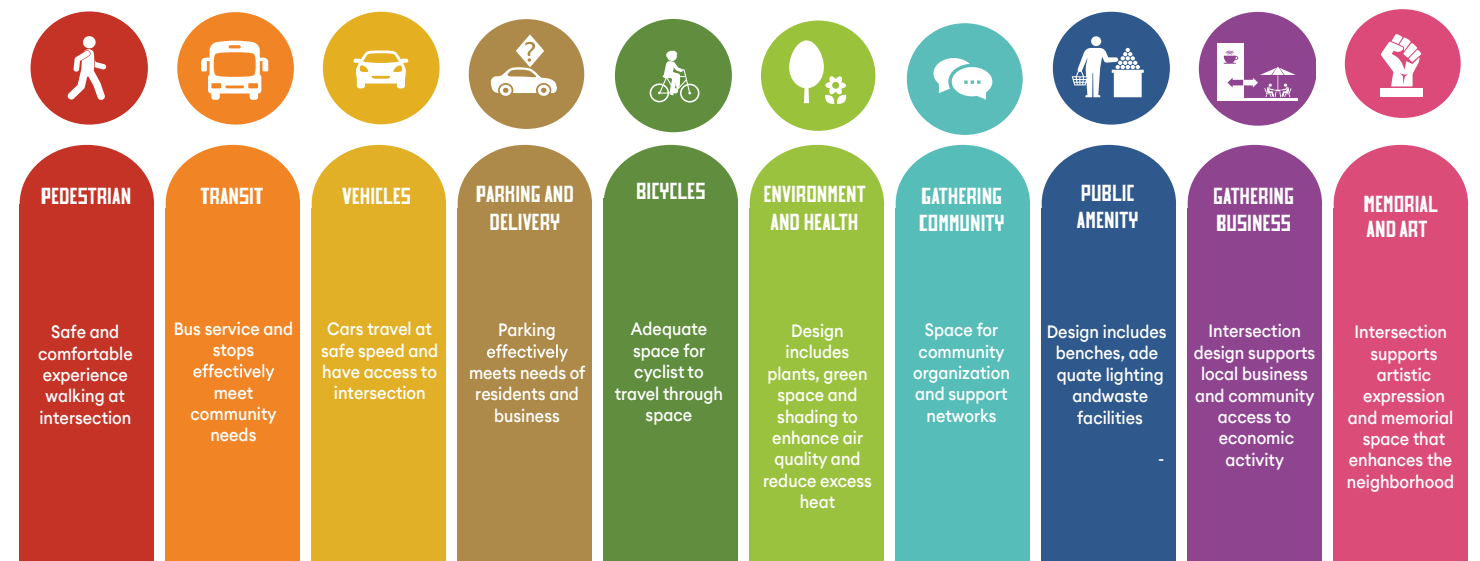
public gathering space, and transit. They arranged these elements to layout a street that aligns with their vision and values for this area.

Representative Examples



Design Prioritization

A marble activity was used to determine which design elements the community would like to see prioritized. Community members were asked "Using your marbles, how would you prioritize these ten categories to improve or enhance the intersection and community?".



Streets (Right-of-Way) - Design Framework

Design Themes that Emerged from Engagement

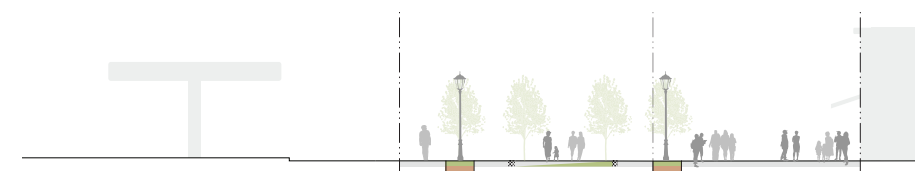
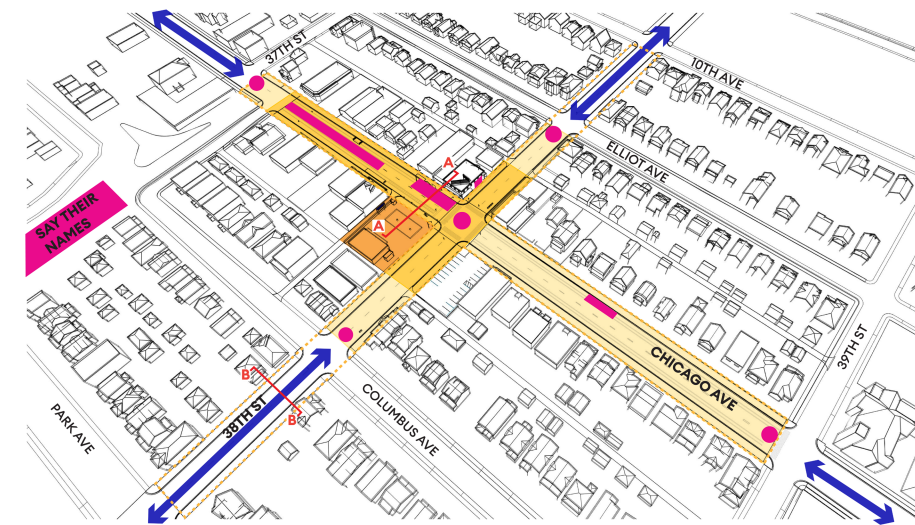
- 1. Community Safety:** Community Safety continues to be a critical concern expressed among community stakeholders. There are differing perspectives regarding what public safety means, but there is consensus that community stakeholders want to explore options for improving safety.
- 2. Social Justice:** Justice, anti-racist investments, atonement, and healing are common comments expressed by community stakeholders. The murder of George Floyd ignited a global awakening of the inequalities that exist in this country and world, and the intersection of 38th and Chicago continues to be an important place for the voices of community stakeholders who want continued social justice improvements.
- 3. Respect & Memorial:** Although stated in a variety of ways, one of the most recurring comments included ensuring the future George Perry Floyd Square functioned well for users while still respecting the social movement and pain that occurred there.
- 4. Community Gathering:** Feedback from the community included prioritizing community gathering space within George Perry Floyd Square.
- 5. Economic Vitality:** The economic health of businesses within the 38th & Chicago area continues to be a common concern raised by community stakeholders. The pandemic, murder of George Floyd, subsequent civil unrest and the closing and reopening of the intersection have all severely impacted local businesses.
- 6. Safe Spaces for All Transportation:** There are still many different viewpoints as to what types of transportation should be allowed within George Perry Floyd Square, ranging from a pedestrian-only mall to a fully re-opened intersection with full vehicle access.
- 7. Design that Promotes Healing:** Community members asked for a design that promotes healing. The square should promote healing from the murder of George Floyd, the impact to the immediate community, and the larger social implications of police violence and racism.

Preliminary Draft Design Principles Used in Concept Development

Out of the previous work a design framework was established that will allow greater exploration of design options. Below are draft design principles that were refined during the George Floyd Visioning work in 2024.

- The concept layout for the right-of-way design (street infrastructure) should be a part of a cohesive vision for George Floyd Square.
- Acknowledge that George Floyd Square is a sacred place - no vehicular and transit access will be constructed on the place where George Floyd was murdered.
- The public realm will be an inclusive place for people to gather safely.
- Maintain access for businesses and residents within the square to allow for delivery, maintenance, and emergency response vehicles.

Note: Expanding the authority for cities to create pedestrian malls was included in the City's Legislative Agenda and Policy Position for the 2024 legislative session (2023-01047) and the City has testified in support of bills that were introduced in Senate and House subcommittees. This legislation was passed in the 2024 session.



Closed Access Framework Section A-A Chicago Avenue (Looking North)
Pedestrian mall, with access for emergency, maintenance and delivery vehicles.



Limited Access Framework Section A-A Chicago Avenue (Looking North)
Pedestrian, bicycle and transit mall, with access for emergency, maintenance and delivery vehicles.



Open Access Framework Section A-A Chicago Avenue (Looking North)
Open to all modes, safe and accessible gathering spaces for pedestrians will be integrated.



Typical Section B-B 38th St (Looking West)
Section west of GFS, will be refined to integrate into existing network and the intersection at Chicago Ave.

Based on the design themes that emerged from previous community engagement, three different right-of-way frameworks were developed for consideration and future design development.

Design Considerations

- Community Gathering locations
- Integration with the vision for the Peoples' Way site and memorials
- Vehicular access and routing
- Transit access and routing
- Bikeway accommodations
- Extent of pedestrian only zone
- On-street parking locations
- Streetscape enhancements
- Landscape design and locations
- Traffic calming and safety treatments

Design Requirements

- No vehicular or transit vehicles on the location where George Floyd was murdered.
- Provide access for emergency response, maintenance, and delivery vehicles.
- Provide access for business and residential properties
- Meet Stormwater Management requirements.
- Meet American with Disabilities Act (ADA) and Public Rights-of-Way Access Guidelines (PROWAG).

Streets (Right-of-Way) - Design Concept Considered and Evaluated

Concept Development

Public Works developed three concepts guided by the project's Design Goals, Engagement Themes, and Design Principles that were outlined in the Design Framework. Each of the concepts maintained the same design along 38th Street and Chicago Avenue south of 38th Street, with the three concepts representing different options for Chicago Avenue north of 38th Street.

These concepts were guided by ongoing conversations with stakeholders and technical analysis. Many detailed design elements are still being analyzed and are not yet shown in the concept layout graphics.

Guiding Plans and Policies



Flexible-Open

Maintains vehicular access, while also restoring access for Metro Transit's D Line and Route 5 service.

- Preserves and expands community uses for gathering, art, and memorials.
- Provides wider sidewalks, boulevards, and allows for some on-street parking.
- Stops for the D Line and Route 5 would be located south of 38th Street. Route 23 bus stops would be added on 38th Street near Chicago Avenue.

Transit Mall

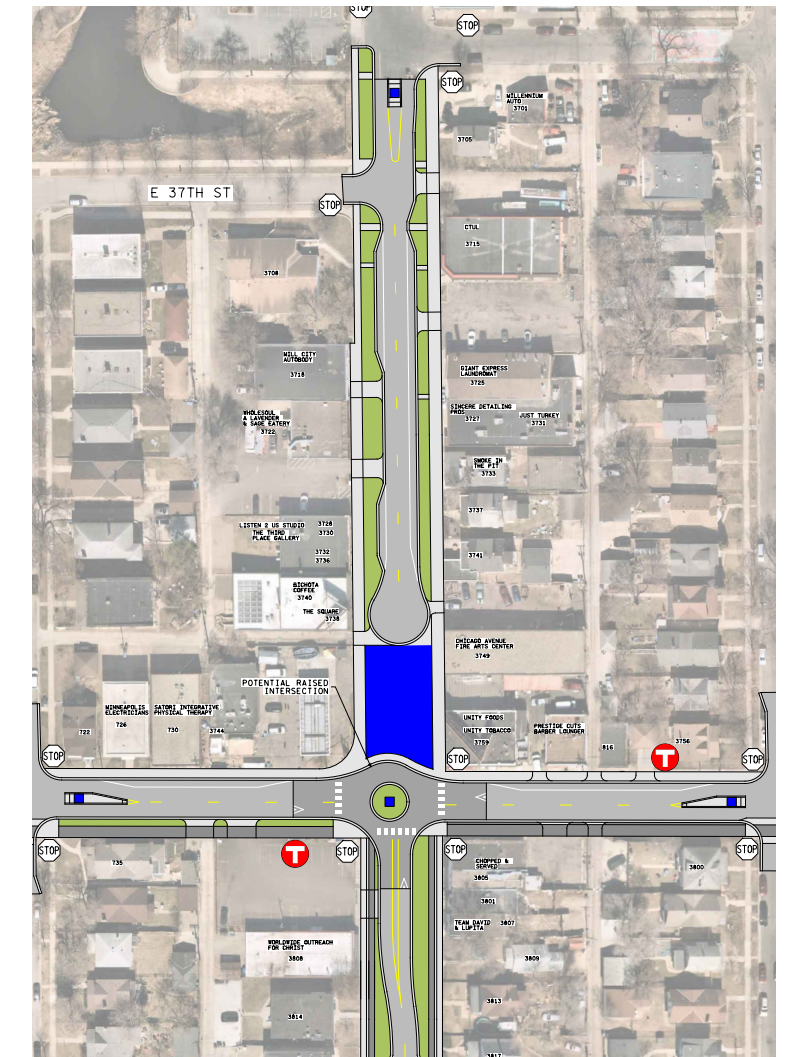
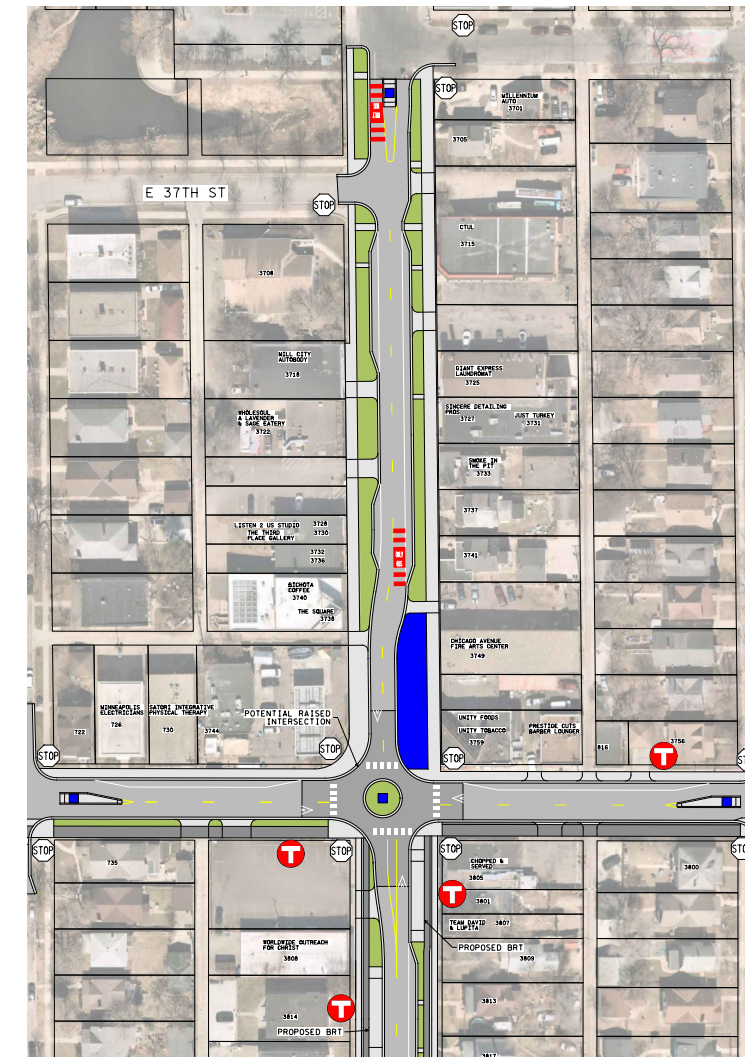
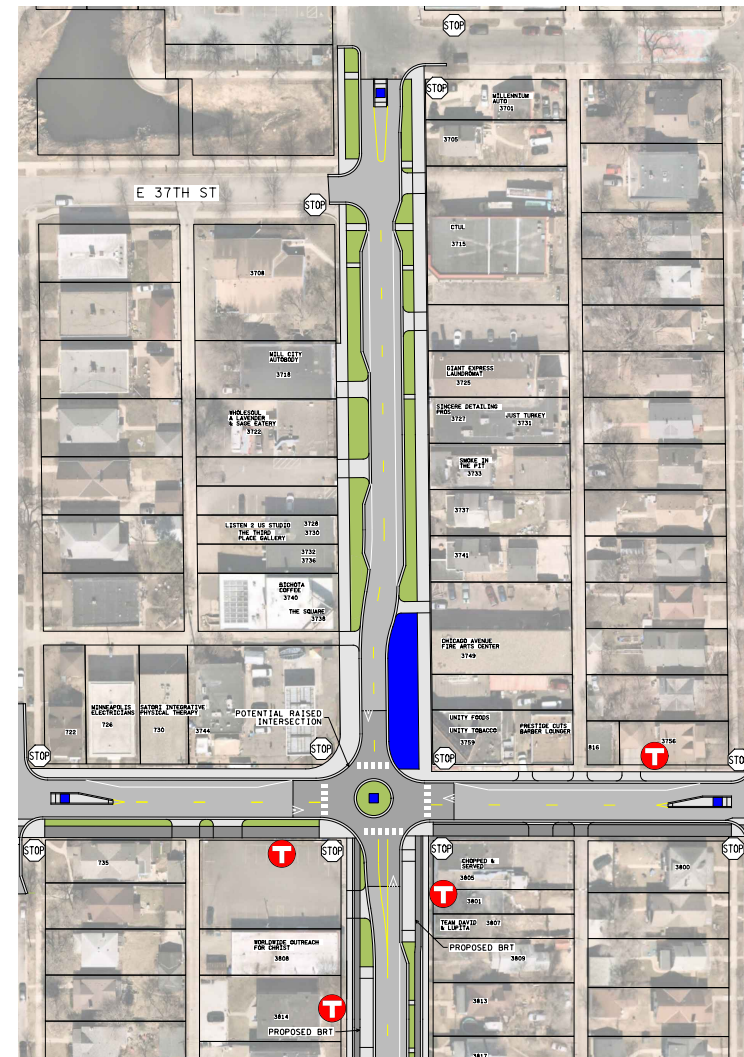
Limits vehicular access to local residents and businesses only, while maintaining access for emergency vehicles and restoring Metro Transit's D Line and Route 5 service.

- Preserves and expands community uses for gathering, art, and memorials.
- Provides wider sidewalks, boulevards, and allows for limited on-street parking to accommodate access, loading, and deliveries.
- Through access will be restricted and discouraged for non-local traffic.
- Stops for the D Line and Route 5 would be located south of 38th Street. Route 23 bus stops would be added on 38th Street near Chicago Avenue.

Pedestrian Plaza

Restricts vehicular access to local residents and businesses only, while maintaining access for emergency vehicles.

- Preserves and expands community uses for gathering, art, and memorials.
- Provides wider sidewalks, boulevards, and allows for limited on-street parking to accommodate access, loading, and deliveries.
- Through access will be restricted and discouraged for non-local traffic.
- D Line and Route 5 transit service will not return to Chicago Avenue through the project area. Route 23 will continue to serve 38th Street, with bus stops added near Chicago Avenue.



Streets (Right-of-Way) - Pedestrian Plaza Evaluation

Challenge 1: Ensuring access for residents, businesses, and visitors

The limits of the plaza in the concept are limited due to the number of private driveways to garages, parking lots, buildings, and street crossings, as well as alleys. Access serves residents, business deliveries, waste/recycling pick-ups, public transit and mobility providers, and emergency response vehicles. Modifications to access were evaluated to consolidate and remove access points, which was informed by direct engagement with businesses to document detailed operational needs. Concepts were also reviewed with Minneapolis Fire Department (MFD) to consider needs for emergency service vehicles and compliance with the local fire code.

Challenge 2: Neighborhood traffic safety

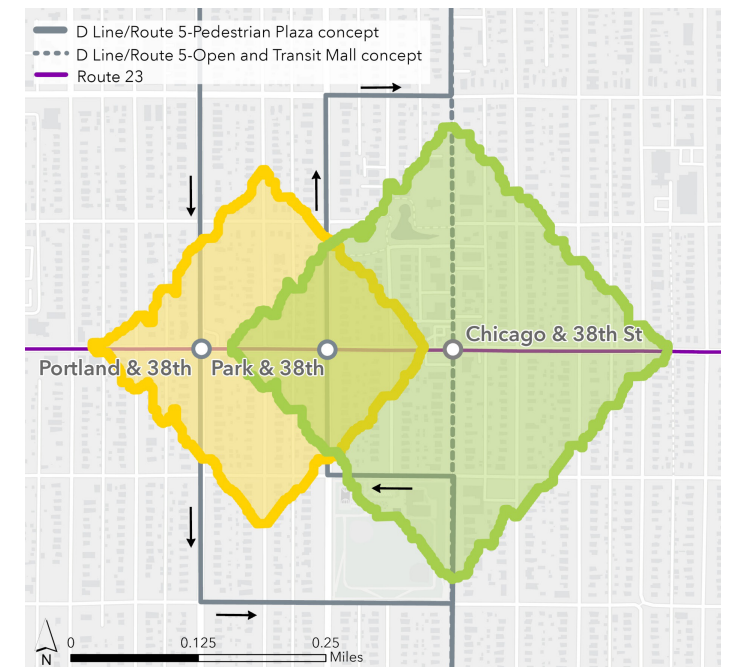
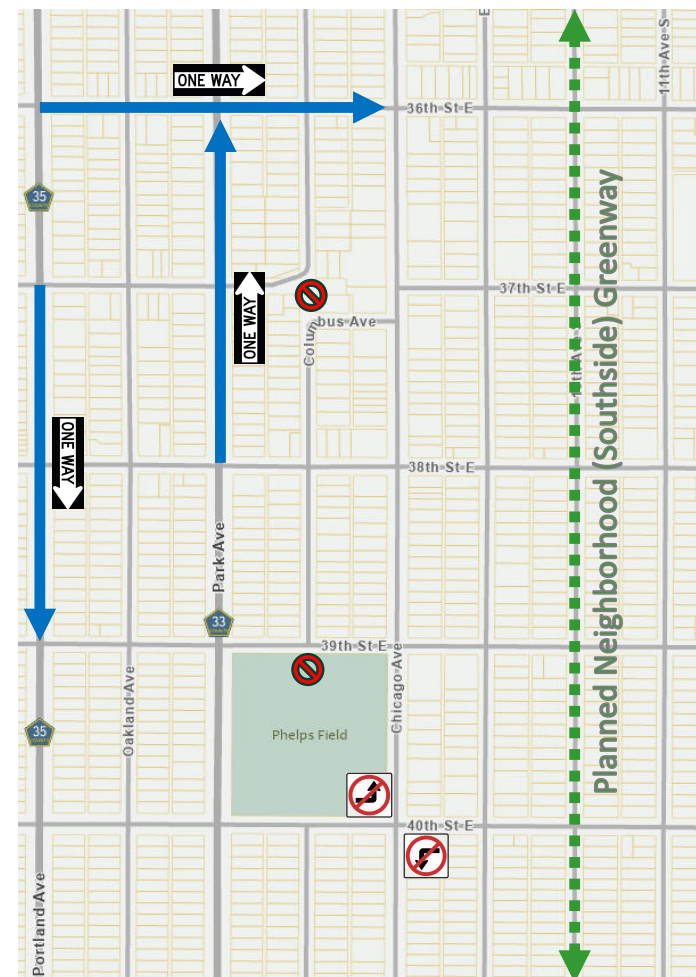
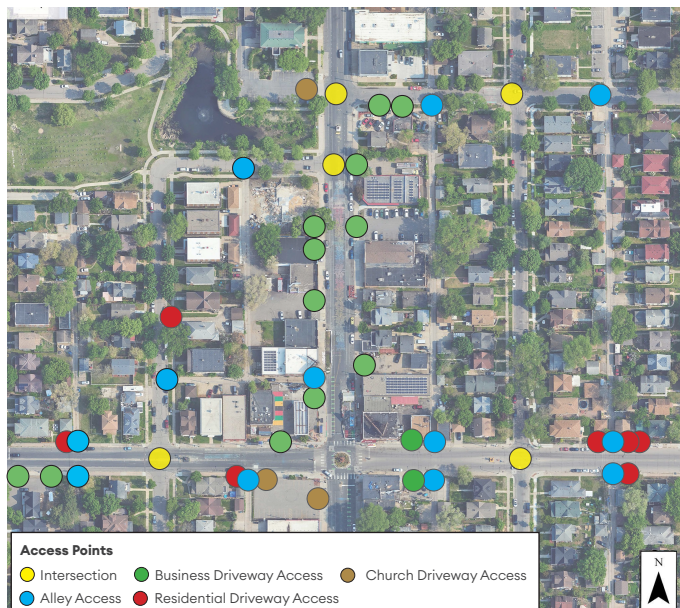
Restricting through traffic on Chicago Avenue will divert vehicle traffic to nearby streets such as Columbus, Elliot, and 10th Avenues, as well as the alleys. During outreach this was one of the largest concerns from nearby residents. Typical neighborhood streets are 32' in width, but the adjacent streets range from 27-30' with parking allowed on both sides. Residents expressed serious concerns around speeding, reckless driving, winter conditions, and ability to safely walk, roll, and bike in the area.

Challenge 3: Local traffic circulation

The area surrounding 38th and Chicago has a number of disruptions in the immediate street grid that will create additional challenges for local access for residents, businesses, visitors, and emergency responders from Station #17. This includes one-way streets, discontinuous streets due to a storm pond (Say Their Names Cemetery) and Phelps Park, as well as a refuge median diverter for the 40th Street River-Lake Greenway. Future project investments along Park/Portland Avenues and 35th/36th Streets, as well as community interest in a future 10th Avenue Neighborhood (Southside) Greenway will likely incorporate further traffic calming and restrictions in the area.

Challenge 4: Transit access

Transit service has played a key role in the historical development of Chicago Avenue, providing access for residents, businesses, and workers. The D Line (and Route 5) is the region's highest ridership route and serves some of the most diverse and transit dependent communities, with access to the largest employment centers in the state. During outreach many stakeholders expressed strong interest in transit service being returned to Chicago Avenue. Many riders chose to live in the area due to the transit service and are faced with longer travel to access stations and longer trips due to the re-route. Stakeholders have expressed they ride the bus less, drive more, rely on rideshare services, and challenges with winter access.



Comparing transit access across concepts

Walk / Roll Access within 5 minutes

Streets (Right-of-Way) - Concept Evaluation Matrix

Recommended Concept Layout

Project Priority	Criteria	Flexible-Open	Transit Mall	Pedestrian Plaza
<p>Value #1: Repair the collective harms experienced by the community due to historical impacts of racism and the murder of George Floyd. <i>The murder of George Floyd ushered a global outcry against the inhumanity of racism and its impacts on our society. These impacts must be acknowledged, and we must identify solutions to heal our collective wounds and prosper.</i></p>				
Address environmental injustices and disparities	Remedy the long-standing environmental impacts of historical street design decisions by creating green spaces for trees and plantings, mitigating urban heat island effects, and improving stormwater management to enhance water quality.	<p>+ Provides new boulevard spaces that will allow for plantings, trees, and stormwater treatment areas. Currently there are no boulevards, very limited tree canopy, and no treatment for stormwater runoff.</p>		
Improve access and reduce barriers to high quality transportation options	Improve access to high-quality transportation options to benefit residents, businesses, and visitors, reducing existing disparities in transportation access.	<p>+ Restores D Line and Route 5 service to Chicago Ave with stops just south of 38th Street. D Line and Route 5 service will be faster and more direct.</p> <p>+ Maintains Route 23 service along 38th Street with stops closer to Chicago Ave. It will be easier for residents and customers to get to where they need to go on transit.</p> <p>Provides all ages and abilities bikeways along both 38th Street and Chicago Ave that will provide safe, comfortable, and convenient access to nearby residences, businesses, parks, transit service, and for visitors at George Floyd Square.</p>	<p>- D Line and Route 5 service will be permanently re-routed to Park Ave and Portland Ave. Residents and workers using D Line and Route 5 will have to walk/roll further to reach transit stops. D Line and Route 5 service will be slower, less direct, and travel on residential streets.</p> <p>- Maintains Route 23 service along 38th Street with stops closer to Chicago Ave.</p> <p>Provides all ages and abilities bikeways along both 38th Street and Chicago Ave that will provide safe, comfortable, and convenient access to nearby residences, businesses, parks, transit service, and for visitors at George Floyd Square.</p>	

Legend

+ Meets ○ Partially Meets - Does not meet

Streets (Right-of-Way) - Concept Evaluation Matrix

Recommended Concept Layout

Project Priority	Criteria	Flexible-Open	Transit Mall	Pedestrian Plaza
<p>Value #2: Honor George Floyd Square as an sacred and active memorial space. <i>George Floyd Square organically emerged out of the community shortly after the murder of George Floyd. It has flourished with artistic offerings and community gatherings. In honor of them, it should continue to be a space for community participation and wellness.</i></p>				
Create welcoming and flexible public spaces for community gatherings and visitors	Acknowledge the significance of GFS as a sacred space visited by nearby residents and people from around the world by designing streets that prioritize safe, accessible, and comfortable environment for daily living, gatherings, and communal activities and celebrations.	<p>Prioritizes traffic calming, safety, and accessibility improvements, while physically delineating space for gathering, visitors, and art/memorial spaces.</p> <p>+ Accommodates closures for events and celebrations, including a proposed raised intersection design that will provide more connectivity between the intersection, Peoples Way site, and memorial space.</p>		<p>Prioritizes traffic calming, safety, and accessibility improvements, while physically delineating space for gathering, visitors, and art/memorial spaces.</p> <p>+ The plaza area will allow for additional gathering space but will need to accommodate emergency vehicle access to ensure adequate services.</p> <p>Accommodates closures for events and celebrations, including a proposed raised intersection design that will provide additional connectedness between the intersection, Peoples Way site, and memorial space.</p>
Preserve space for art and memorials	Integrate art and memorials into the design, creating a cohesive vision that educates people about what happened here and the spirit of the community coming together.	<p>Preserves the area where George Floyd was murdered for a future Floyd Family memorial and ensures no vehicles will pass over the location where he took his last breath.</p> <p>+ Accommodates space in the right-of-way for the existing art and memorials, while also providing space for new art and memorials in the future.</p> <p>Provides intersection gateway treatments in the form of medians and a traffic circle where the existing fist sculptures reside.</p>		<p>Preserves the area where George Floyd was murdered for a future Floyd Family memorial and ensures no vehicles will pass over the location where he took his last breath.</p> <p>Accommodates space in the right-of-way for the existing art and memorials, while also providing space for new art and memorials.</p> <p>+ Provides intersection gateway treatments in the form of medians and a traffic circle where the existing fist sculptures reside.</p> <p>The plaza area needs to accommodate emergency vehicles to ensure adequate services and must provide an unobstructed path.</p>

Legend

+

Meets

○

Partially Meets

-

Does not meet

Streets (Right-of-Way) - Concept Evaluation Matrix

Recommended Concept Layout

Project Priority	Criteria	Flexible-Open	Transit Mall	Pedestrian Plaza
<p>Value #3: Center the needs of the community of GFS. <i>The intersection of 38th & Chicago was forever transformed in the aftermath of the murder of George Floyd. It should be designed to honor this transformation and to enable wellness for those who live nearby and visit.</i></p>				
Design streets with the neighborhood in mind	Prioritize the needs and daily experiences of residents and workers, while recognizing the area as a destination that accommodates visitors.	<p>Restores access for all transportation modes, including transit, to Chicago Ave and provides greater accessibility to transit near businesses, residences, and memorials.</p> <p>+</p> <p>The expanded accessibility will increase multimodal activity within GFS and offer an opportunity to revitalize some of the vacant storefront and existing businesses.</p>	<p>Restores access for all transportation modes, including transit, to Chicago Ave and provides greater accessibility to transit near businesses, residences, and memorials.</p> <p>○</p> <p>This design will increase non-motorized and transit activity within GFS, but discouraging non-local traffic could limit the ability to revitalize vacant storefronts and existing businesses.</p>	<p>Further restricts and displaces vehicular traffic along Chicago Ave, which would further disrupt economic recovery for businesses in the area.</p> <p>-</p> <p>Vehicle traffic would be displaced to nearby narrow residential streets and increase traffic safety concerns throughout the neighborhood.</p> <p>The plaza would further limit vehicular routing for emergency responders due to the nearby disruptions in the street grid that already restrict access in the surrounding blocks.</p>
Ensure access for residents and businesses	Maintain clear and reliable access for residents to their homes, enable businesses to receive deliveries and attract customers, and ensure emergency vehicles can navigate the area efficiently.	<p>Allows full access for vehicles, transit, emergency vehicles, and deliveries without restrictions to driveways or alleys.</p> <p>+</p>	<p>Allows access for vehicles, transit, emergency vehicles, and deliveries without restrictions to driveways or alleys.</p> <p>○</p> <p>Discourages non-local traffic and limits on-street parking to prioritize local traffic and transit operations.</p>	<p>Limits access for vehicles, emergency vehicles, and deliveries.</p> <p>○</p> <p>Cul de sac requires more traffic in alleys and nearby streets for loading, deliveries, and access, while also limiting through movements at 38th Street.</p> <p>More vehicles will circulate through the area on nearby streets due to lack of a continuous grid network due to storm pond, Phelps Park, and one-way streets.</p>

Legend

+

Meets

○

Partially Meets

-

Does not meet

Streets (Right-of-Way) - GFS Street Design Priorities

Remedy environmental injustices and disparities that resulted from historical street design decisions.

Remedy the long-standing environmental impacts of historical street design decisions by creating green spaces for trees and plantings, mitigating urban heat island effects, and improving stormwater management to enhance water quality.

- Adds approximately 0.6 acres, or roughly half the size of a football field, of new boulevard space for plantings, trees, and stormwater treatment areas. Currently there are no boulevards, very limited tree canopy, and no treatment for stormwater runoff prior to entering the storm sewer system and discharging into Lake Hiawatha.

Improve access and reduce barriers to high quality transportation options

Improve access to high-quality transportation options to benefit residents, businesses, and visitors, reducing existing disparities in transportation access.

- Maintains Route 23 service along 38th Street with stops closer to Chicago Ave, while also returning D Line and Route 5 service along Chicago Ave with stops just south of 38th Street. Restoring service to Chicago Avenue will improve service and access for customers, while also reducing commute times to nearby residents who rely on transit for access to jobs, services, shopping, school, and everyday needs.
- Provides new all ages and abilities bikeways along both 38th Street and Chicago Ave that will provide safe, comfortable, and convenient access to nearby residences, businesses, parks, transit service, and for visitors at George Floyd Square.

Create welcoming and flexible spaces that prioritize a safe, accessible, and comfortable environment for community gatherings and visitors.

Acknowledge the significance of GFS as a sacred space visited by nearby residents and people from around the world by designing streets that prioritize safe, accessible, and comfortable environment for daily living, gatherings, and communal activities and celebrations.

- Prioritizes traffic calming, safety, and accessibility improvements, while physically delineating space for gathering, visitors, and art/memorial spaces.
- Accommodates closures for events and celebrations, including a proposed raised intersection design that will provide more connectivity between the intersection, Peoples' Way site, and memorial space.



Example: Green stormwater facility at 38th St and Grand Ave.



Example: Shared Use Path and green stormwater facility along Dowling Ave in North Minneapolis. This is what 38th St would look like in the recommended design.



George Floyd Square, people gathering spaces.

Streets (Right-of-Way) - GFS Street Design Priorities

Preserve space for integrating existing and future art and memorials.

Integrate art and memorials into the design, creating a cohesive vision that educates people about what happened here and the spirit of the community coming together.

- Preserves the area where George Floyd was murdered for a future Floyd Family memorial and ensures no vehicles will pass over the location where he took his last breath.
- Accommodates space in the right-of-way for the existing art and memorials, while also providing space for new art and memorials in the future.
- Provides intersection gateway treatments in the form of medians and a traffic circle where the existing fist sculptures reside.

Prioritize the needs and daily experiences of the community who live and work in the GFS area.

Maintain clear and reliable access for residents to their homes, enable businesses to receive deliveries and attract customers, and ensure emergency vehicles can navigate the area efficiently.

- Allows full access for vehicles, transit, emergency vehicles, and deliveries without restrictions to driveways or alleys.

Maintain clear and reliable access for residents, businesses, and visitors.

Improve access to high-quality transportation options to benefit residents, businesses, and visitors, reducing existing disparities in transportation access.

- Maintains Route 23 service along 38th Street with stops closer to Chicago Ave, while also returning D Line and Route 5 service along Chicago Ave with stops just south of 38th Street. Restoring service to Chicago Avenue will improve service and access for customers, while also reducing commute times to nearby residents who rely on transit for access to jobs, services, shopping, school, and everyday needs.
- Provides new all ages and abilities bikeways along both 38th Street and Chicago Ave that will provide safe, comfortable, and convenient access to nearby residences, businesses, parks, transit service, and for visitors at George Floyd Square.



George Floyd Square memorial example.



Example: Plymouth Ave in North Minneapolis. This is what Chicago Ave south of 38th Street would look like in the recommended design.



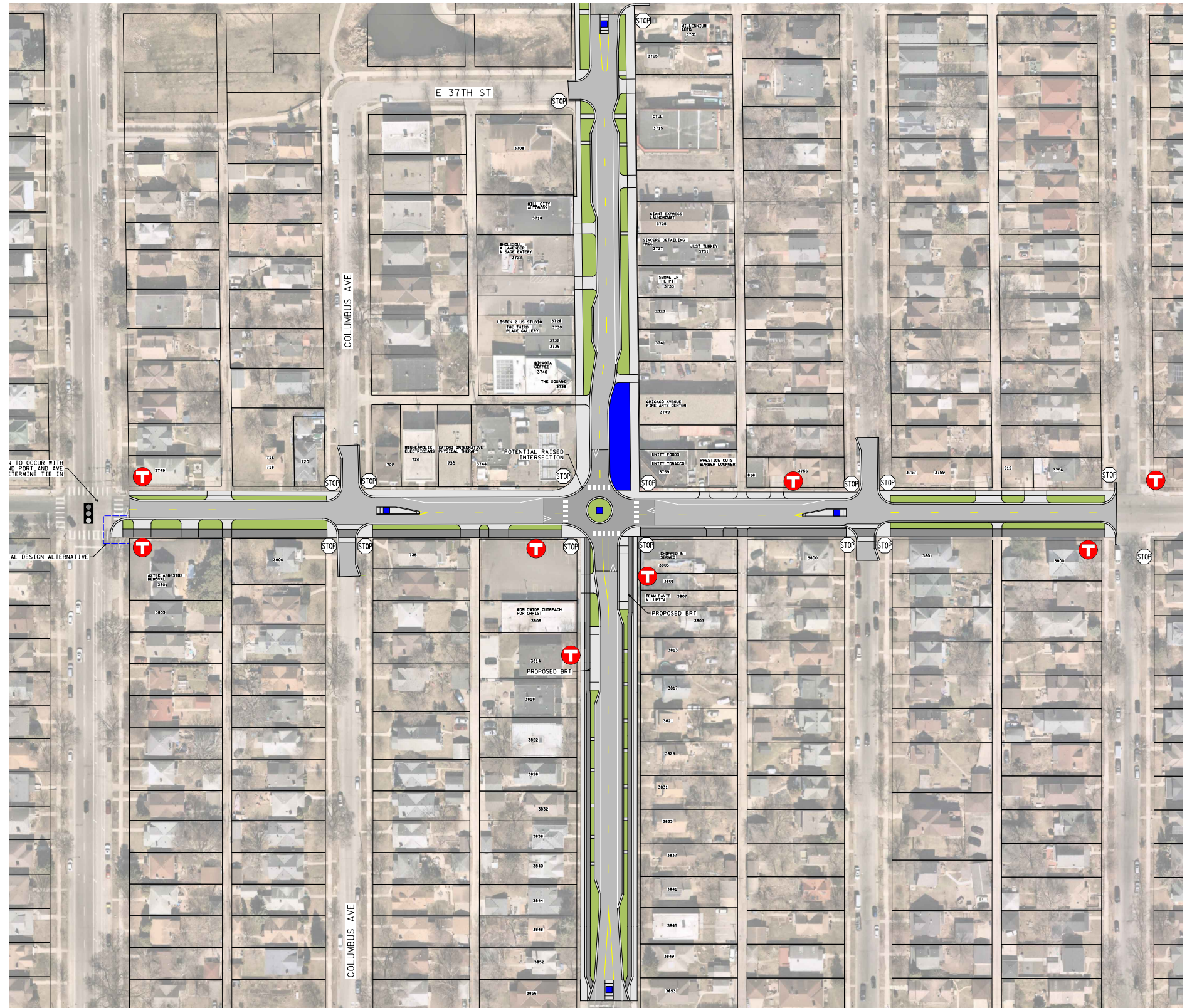
George Floyd Square with delivery truck.

Streets (Right-of-Way) - GFS Recommended Street Design Concept

- A. The existing **Art and Memorials** can be accommodated within the right-of-way. This includes preserving the space where George Floyd was murdered so no vehicles pass over this space as well as a traffic circle and gateway treatments at the intersections leading into the square.*
- B. Includes new and expansive **green space** in the boulevards along 38th Street and Chicago Avenue for plantings, trees, and green stormwater facilities to reduce runoff, treat stormwater, and remove pollutants before they enter Lake Hiawatha.
- C. Design incorporates elements that allows for **flexible spaces** and preserves the ability to close the street(s) for gatherings, events, and celebrations that are planned and programmed within George Floyd Square. This aligns with the community's desire for more flexible space for larger gatherings. The raised intersection adjacent to the Peoples Way site and memorial provide a cohesive and connected pedestrian experience that is central to the vision of the space.
- D. **Prioritizes pedestrian safety and traffic calming** by incorporating a wide range of treatments including narrower travel lanes, curb extensions, medians, traffic circle, chicanes, raised trail crossings, raised intersection, pedestrian street lighting, wider sidewalks, and upgraded ADA pedestrian ramps.
- E. New **all ages and abilities bikeways** along 38th Street and Chicago Avenue that will provide safe, comfortable, and convenient access to nearby residences, businesses, parks, transit service, and for visitors at George Floyd Square.
- F. Provides **on-street parking** for businesses and residents at key areas along 38th Street and Chicago Avenue.

T Metro Transit Restores D Line and Route 5 **transit service** along Chicago Avenue with new stops located south of 38th Street and maintains stops along 38th Street for the Route 23.

*See more detail with Memorial Board.



Streets (Right-of-Way) - GFS Transit

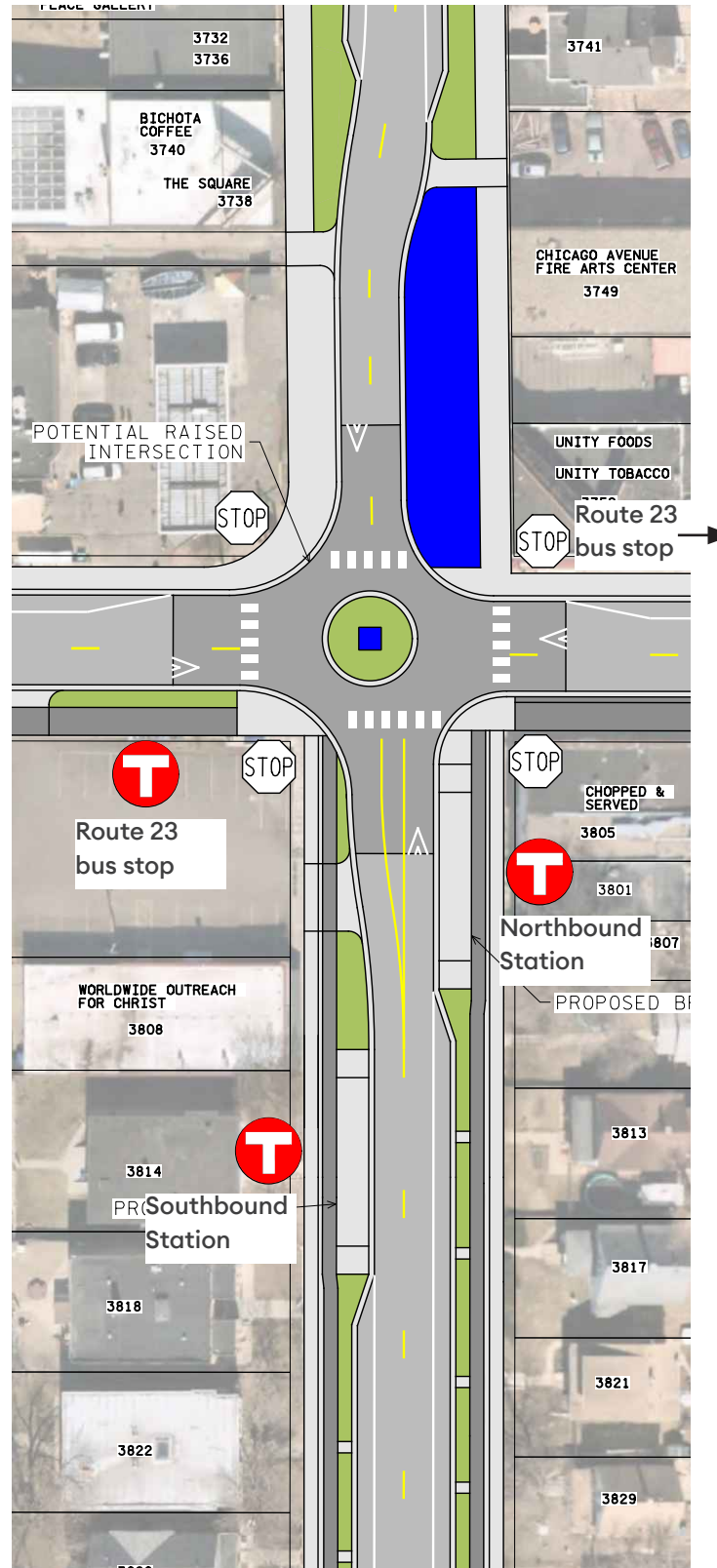
How were proposed D-Line and Route 5 stations identified?

Transit Goals:

- Stations respect existing and planned memorial spaces. Stations fit within the context of George Floyd Square.
- Provide a high-quality transit experience for riders and community members.

Proposed stations will:

- Improve transit access for neighbors and businesses around George Floyd Square.
- Be close to the intersection, making it easier to cross the street.
- Avoid memorials and other community spaces.
- Provide simple transfers to Route 23.
- Ensure buses can travel around the fist sculpture in the intersection.



How will a D Line/Route 5 station look in the neighborhood?

- D Line/ Route 5 stations would have small arterial BRT-style shelters at this intersection.
- Small shelters have:
 - Pedestrian scale lighting
 - Heat
 - Security cameras
 - Emergency telephones
 - Screens with real-time NexTrip departures

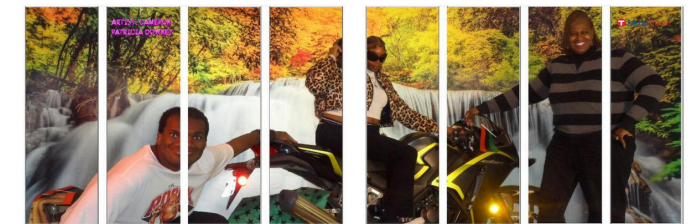


Small shelters at the Chicago & 42nd St station



Transit stations that reflect the community:

- Metro Transit works with community members to create art for bus shelters at some locations and are exploring the possibility at this location.
- Art at bus stops reflects the community and supports local artists. Shelter art creates a nicer space to wait for the bus.
- In 2024, Metro Transit worked with the North Minneapolis community to create bus shelter art. The designs on this poster are examples of art that were chosen through that program.



Stop #11161, Plymouth Avenue North and Fremont Avenue S. Artist: Cameron Patricia Downey



Stop #8919, 7th Street and Bryant Avenue N. Artist: Isaak Harris



Stop #13247, Franklin at 27th, Minneapolis, Design by Jendayi Berry



Stop #43275, N. Emerson Avenue and W. Broadway Artist: Erin O'Daniel

Peoples' Way

The City of Minneapolis purchased the Peoples' Way property at 3744 Chicago Ave in June 2023. The City's plan for the property is to facilitate a process for a community owner to redevelop the site with a community use.

Timeline:

2024

- City staff used community's priorities and feedback to write a Request for Qualifications (RFQ) for the Peoples' Way site.
- The RFQ is a way for the City to ask interested groups to apply to the City to purchase the property and become the community owner of the site.
- The RFQ was issued on September 23, 2024.
- The RFQ applications are due November 22, 2024.
- The City will review the qualifications of the applicants to ensure they are able to own, develop, and operate the property with a community-centered mission.
- RFQ applications will be reviewed on three criteria:
 1. Relevant Experience
 2. Financial Qualifications
 3. Stewardship Intentions

2025

- City staff will work with community members to recommend one Community Owner for the Peoples' Way to the City Council and the Mayor.
- The Mayor and City Council will make the final selection. The selected Community Owner, community stakeholders, and City staff will work together to shape the future of the site.

Existing Photos



Contact

For reasonable accommodations or alternative formats please contact Community Planning and Economic Development, Rebecca Parrell, rebecca.parrell@minneapolismn.gov, 612-673-5018. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-263-6850.

Para ayuda, llame al 311. Rau kev pab hu 311. Hadii aad Caawimaad u baahantahay wac 311.

Peoples' Way

Community Values and Priorities

Value #1: Repair the collective harms experienced by the community due to the historical impacts of racism and the murder of George Floyd.

The murder of George Floyd ushered a global outcry against the inhumanity of racism and its impacts on our society. These impacts must be acknowledged, and we must identify solutions to heal our collective wounds and prosper.

- **Priorities:**
 - a. Create spaces for reflection, truth-telling, and healing.
 - b. Strengthen the economic health, community safety, and overall wellness of the community.

Value #2: Honor George Floyd Square as a sacred and active memorial space.

The murder of George Floyd ushered a global outcry against the inhumanity of racism and its impacts on our society. These impacts must be acknowledged, and we must identify solutions to heal our collective wounds and prosper.

- **Priorities:**
 - a. Include the George Floyd family in the development of GFS.
 - b. Create welcoming and flexible spaces that prioritize a safe, accessible, and comfortable environment for community gatherings, and visitors.
 - c. Preserve space for integrating existing and future art and memorials.

Value #3: Center the needs of the community of George Floyd Square.

The murder of George Floyd ushered a global outcry against the inhumanity of racism and its impacts on our society. These impacts must be acknowledged and we must identify solutions to heal our collective wounds and prosper.

- **Priorities:**
 - a. Prioritize the needs and daily experiences of the community who live and work in the George Floyd Square area.

Eligible Applicants and Property Uses

- Eligible applicants to this RFQ must be a not-for-profit organization. Groups are encouraged to form partnerships or teams with other groups, a developer, and/or businesses to develop and operate the site, but the majority owner must be a not-for-profit organization.
- Applicants must have the capacity to develop improvements to the site that could range from renovating the existing building to constructing a new multi-story building.
- The primary uses at the site should be those that contribute a positive and hopeful presence to George Floyd Square and reflect the culture of the area. The site is large enough to incorporate multiple uses, if desired.
- Ideas that were prioritized through community engagement include, but are not limited to, the following:
 - Memorial
 - Racial justice and healing center
 - Space for reflection and contemplation
 - Museum
 - Art gallery
 - Community center
 - Center for social services - such as health services, legal assistance, job training, youth services, or civic education
- Applicants should be prepared to continue to provide and maintain these elements, accessible to the public, on site:
 - Covered outdoor gathering space with seating
 - Some memorials
 - Gardens
 - Indoor public restrooms
 - Indoor space for community services and gathering
 -

Access the RFQ at the following location:
[Link to Peoples' Way RFQ](#)

Memorials



Draft Memorial Locations

Note: This draft shows the Flexible-Open concept, however the same locations and space for memorials are also possible in the Transit Mall and Pedestrian Plaza concepts. The final street concept has not yet been determined.

- H. **Area where George Floyd was murdered:** Preserve for future Floyd Family memorial.
- I. **Intersections** leading in and out of the Square and traffic circle: Fist sculpture or new gateways sculptures. (South not shown.)
- J. **Peoples' Way:** Whether memorials are located here will be determined with new community centered-owner.
- K. **Flood pond with Say Their Names:** No change currently planned.
- L. **Mourning Passage by Mari Mansfield:** Approximate finished location. The size is the same as the current memorial. It's important that the artwork is laid out on the street in a straight line. This draft location is slightly north of the current work to accommodate this alignment. Repainting annually is integral to the artwork. If Rise & Remember and the community caretakers are supportive, the artist may lead a collaborative community repainting in 2026 after roadway construction. This may continue to happen at a date determined by the artist annually.
- M. **Gardens:** Integrated into the new ROW design.
- N. **Peoples Closet:** The service could be integrated into the new community center redevelopment of the Peoples' Way.
- O. **To be determined:** Other existing small scale works to be integrated into the new Street design. (Not shown.)

Memorials



Samples of existing memorials in George Floyd Square

Roles

Rise & Remember:

- Has done very important work in stewarding and conserving the memorials. The City is communicating with Rise and Remember on planning for the Right of Way and People's Way projects.

City of Minneapolis:

- Work with conservators and artists on reintegrating existing memorials into the Street (ROW) project.
- Plan for and move memorials for construction.
- Review, approve and permit all memorials, both new works and reintegrated works.

Artists:

- Likely own their works at the Square.
- Some will have the opportunity to inform the reintegration of their works into the new Street (ROW) design.
- May remove their works if they decide they do not want them reintegrated.

Conservators:

- The City will hire conservators to meet with artists and community, plan this work, and do conservation as needed.

GFS Caretakers:

- Caretakers working through Rise & Remember at George Floyd Square will have the opportunity to inform the planning process.

Racial Healing

Themes

Community Engagement and Collective Healing

Sharing resources and stories between individuals to foster healing.

Listening sessions to understand the impact of racial injustice.

Engagement through conversation, resource sharing, and collective work toward healing in memorial spaces.

Economic and Social Healing

Thriving Black businesses and cultural expressions (e.g., music) as forms of healing.

Racial healing seen through social and economic improvements, aligned with the GFS vision.

Cultural Preservation and Protection

Concerns about maintaining cultural spaces (e.g., memorials) and preventing commercial co-option.

Emphasizing the need to protect spaces for authentic racial healing and memorials for community healing.

Truth-Telling and Accountability

Truth-telling around police violence and racial injustices as central to the healing process.

Addressing the legacies of Black resistance and racial trauma through activism, art, and storytelling.

Resilience and Restorative Actions

Building a resilient community by connecting the GFS vision with restorative actions.

Personal and systemic resilience through racial healing, truth-telling, and community-based solutions.

Racial Healing through Art and Activism

Art, music, and activism as important pathways for racial healing.

Creative expressions that highlight and address trauma and promote racial justice.