



Building Target Field



- **Collaboration and partnerships were critically important to making Target Field a success**
 - First, in how the facility **FITS** into the site
 - Second, in how the ballpark **CONNECTS** to transit, parking, and the Entertainment District

Ballpark Site – Before Construction





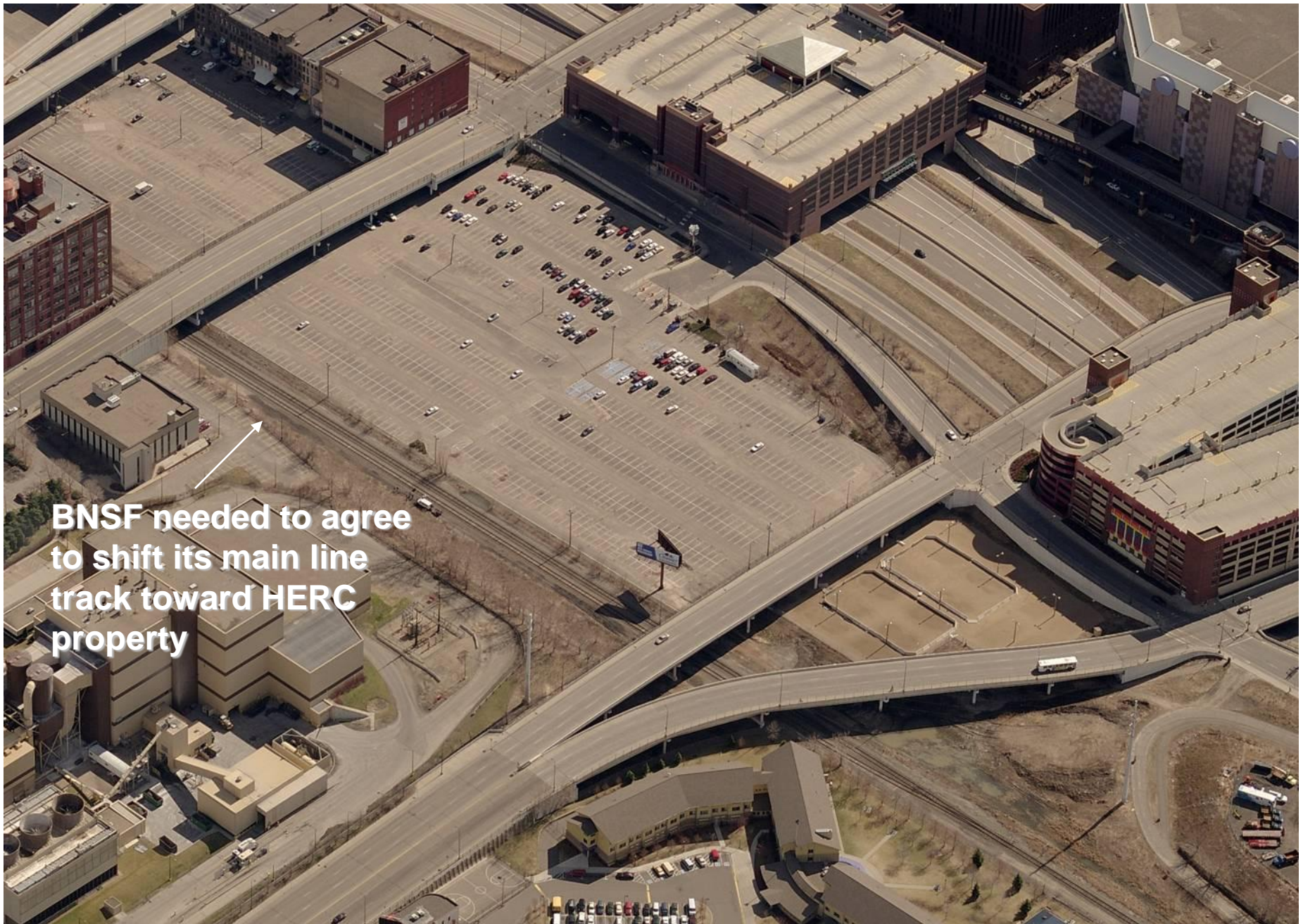
- **What actually had to happen to make the ballpark FIT?**

An aerial photograph of an urban area. A large, mostly empty parking lot with some parked cars is in the center. To the left, there are several multi-story buildings, including a red brick one. A highway interchange with multiple lanes and overpasses is visible, running diagonally across the image. To the right of the parking lot, there's a large, modern building with a curved facade and a parking area. The ground is a mix of paved surfaces, grass, and some bare trees, suggesting a late autumn or winter setting. The text "MnDOT needed to agree to an Air Rights Lease over 394" is overlaid in white on the right side of the image.

MnDOT needed to agree to an Air Rights Lease over 394

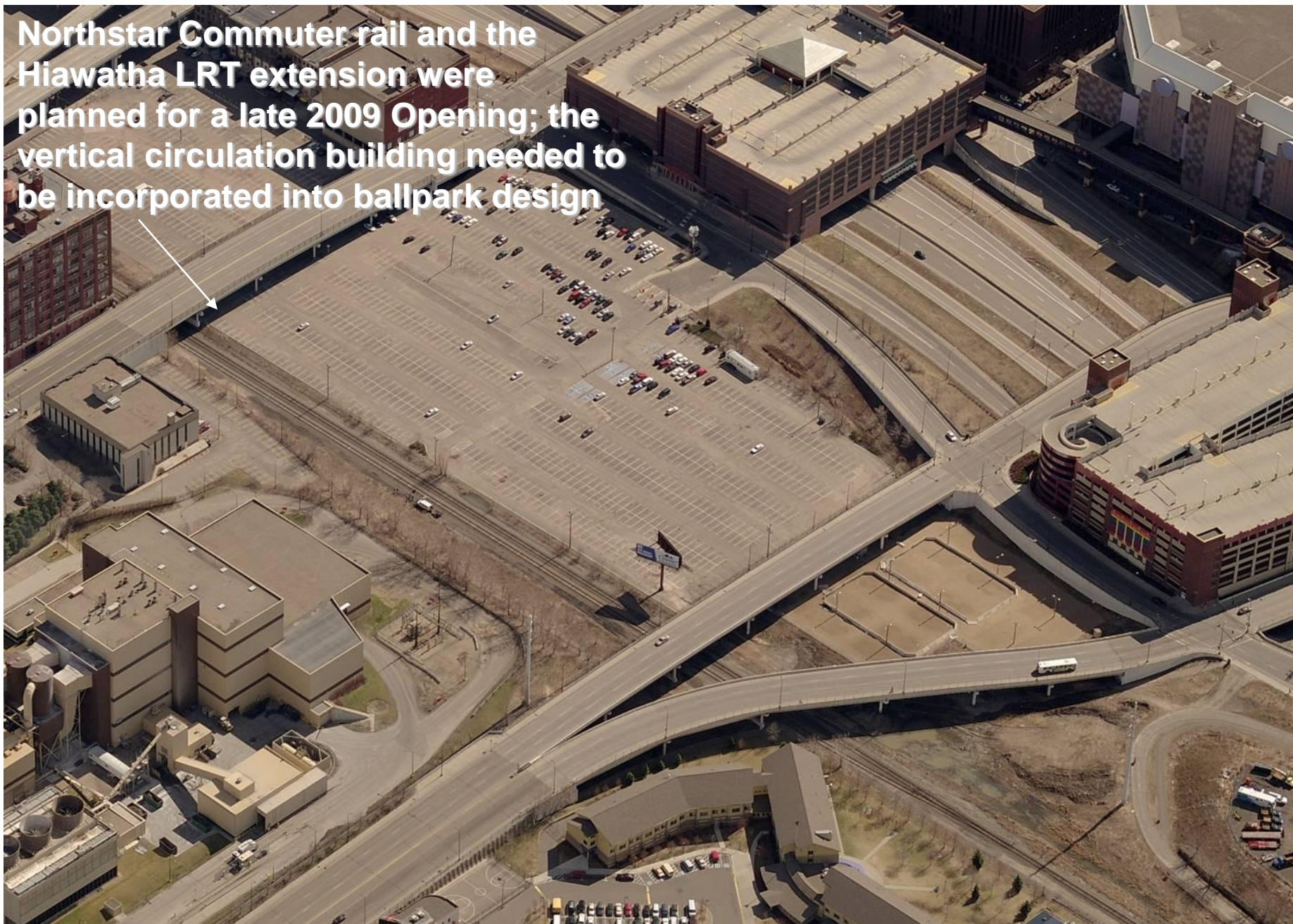


The City needed to
vacate 3rd Avenue
from 5th St. to 7th St.



**BNSF needed to agree
to shift its main line
track toward HERC
property**

**Northstar Commuter rail and the
Hiawatha LRT extension were
planned for a late 2009 Opening;
the vertical circulation building
needed to be incorporated into
ballpark design**



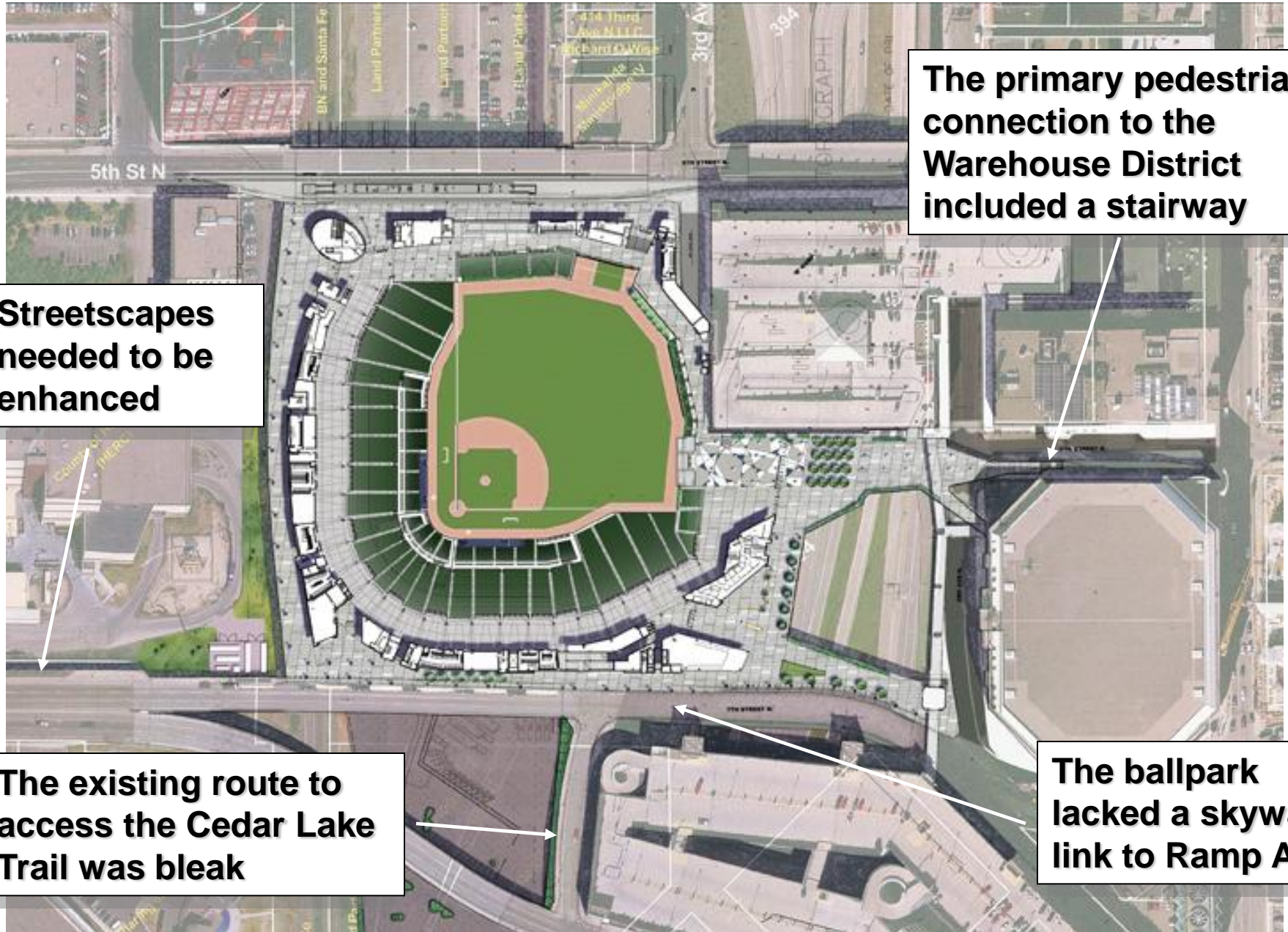


- **As the facility footprint was being defined and construction schedules were being coordinated in late 2006 and early 2007, we also needed to develop the final design of the ballpark.**



- **The 2006 Ballpark legislation established a City-County Ballpark Implementation Committee, as an alternative process for design reviews and recommendations related to the Ballpark and Public Infrastructure improvements.**
- **The Committee met with the Ballpark project team over of the course of 11 months.**
- **The Ballpark Implementation Committee's final design recommendations were made in the fall of 2007; At the time we didn't have the resources to fund all the proposed public improvements.**

What was missing in the 2008 base design?



**Streetscapes
needed to be
enhanced**

**The primary pedestrian
connection to the
Warehouse District
included a stairway**

**The existing route to
access the Cedar Lake
Trail was bleak**

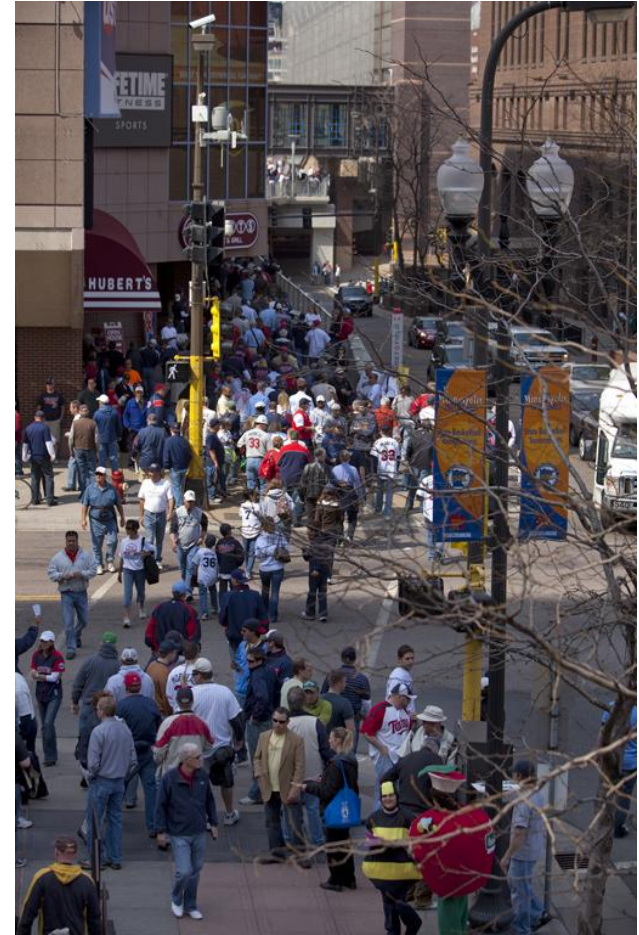
**The ballpark
lacked a skyway
link to Ramp A**

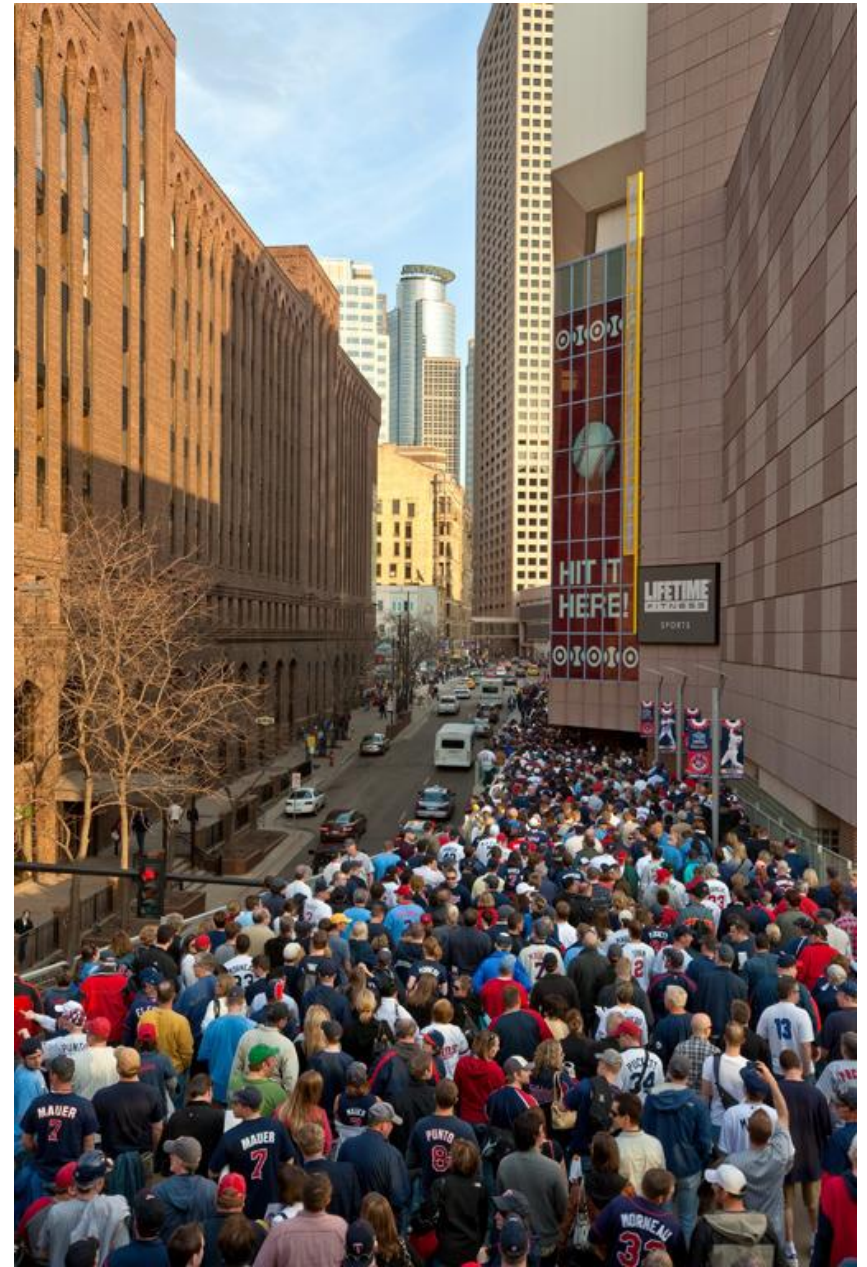


- **Even with the design approved, we knew we weren't done.**
- **Before Opening Day 2010, we needed to create better connections to transit, parking, and the Entertainment District.**

In early 2009, the Twins and Target committed \$9 million to enhance the base plaza design; this allowed the MBA to fund the extension of the plaza to 1st Avenue







MnDOT funded the design and construction of the skyway connection to Ramp A



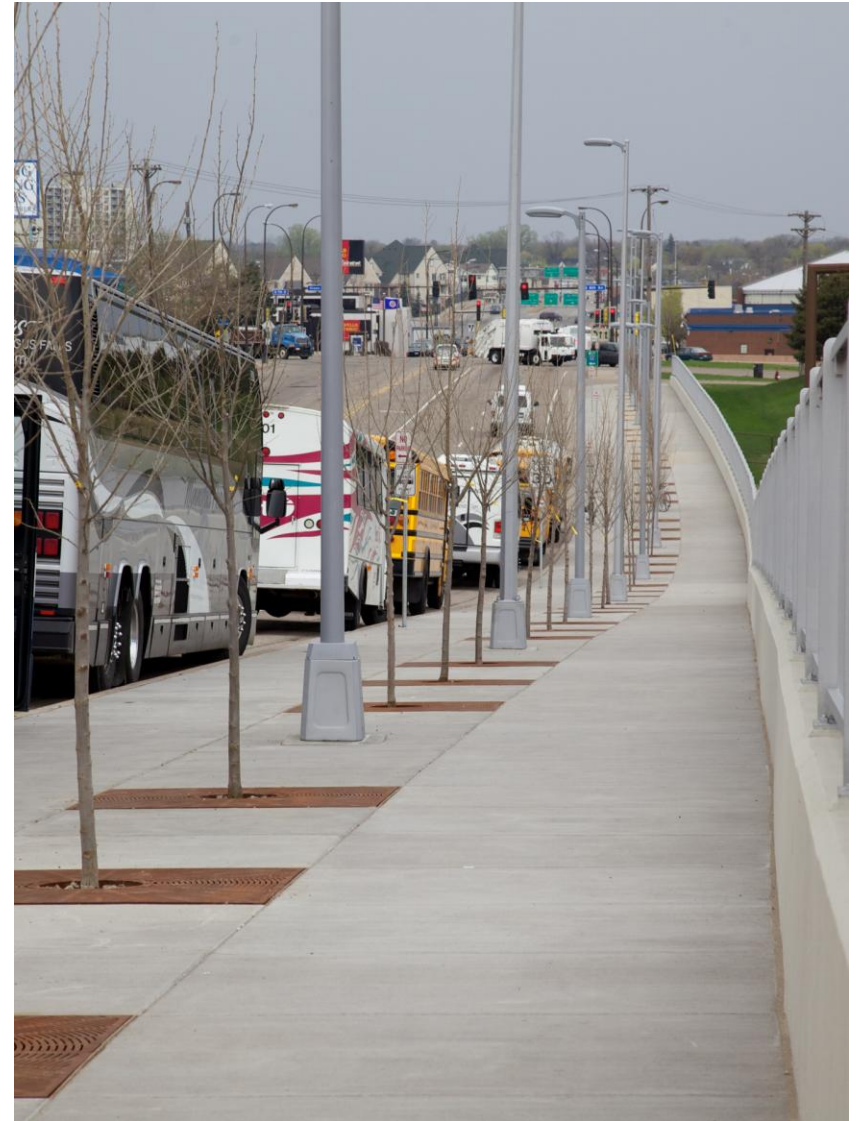
Hennepin County managed a federal stimulus grant to help fund bike and pedestrian improvements along Twins Way, creating a vital link to the Cedar Lake Trail



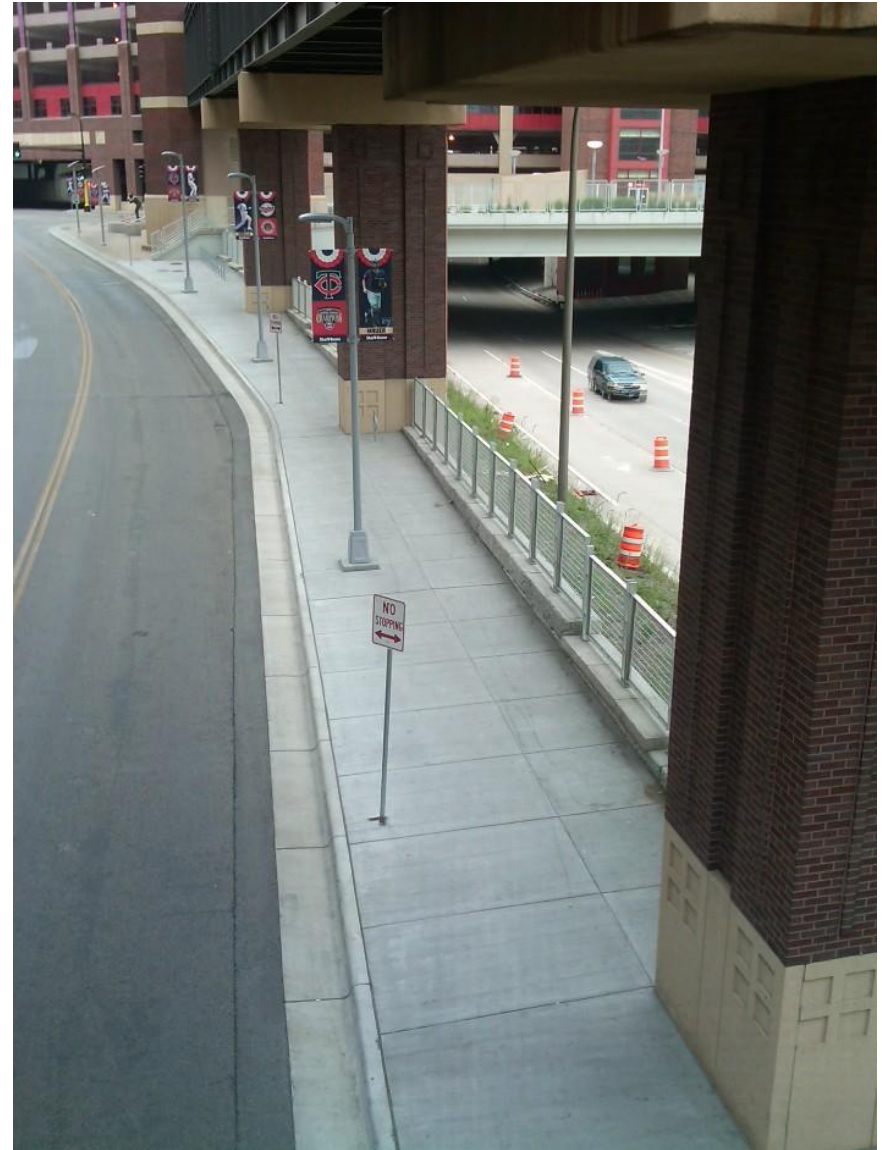
Hennepin County and the MBA teamed up to improve 7th Street



April 2009 compared to April 2010



MBA worked with MnDOT and the City to enhance 2nd Avenue





- **In addition to making more public realm investments before Opening Day, we also needed to educate fans about getting to and from the ballpark.**
- **Building on the work that went into the Transportation Management Plan, we created a communications effort called ‘Destination Target Field’**



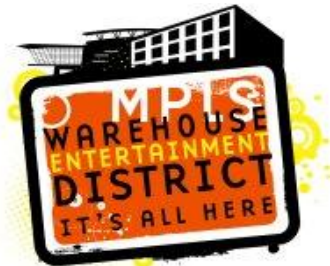
Objectives of DestinationTargetField.com

- Provide useful and timely information on Target Field transportation options**
- Establish realistic expectations**
- Provide information on transportation options that best serve desired experience**
- Encourage the use of transit, biking and walking as modes for accessing the ballpark**

Partners in DestinationTargetField.com



Minneapolis
City of Lakes



Transportation Web page hosted by the Twins

Getting to the Ballpark

Attending a Twins game at Target Field will be a unique and exciting urban entertainment experience. Located in the historic warehouse district of downtown Minneapolis, Target Field is the most multi-modal, transit-oriented ballpark in America. No matter what your desired experience is, there is a transportation mode to Target Field that best matches your needs. The best way to get to Target Field is to plan ahead and consider all the transportation options available to you.



PLAN AHEAD

Come Early

STAY LATE



Let the past be your guide

BE THERE AT TARGET FIELD. BUY TICKETS NOW



BY TRANSIT



The Twins and Metro Transit have teamed up to offer you complete, up-to-date information on all of your public transit options. Visit this page for information on:

- Hiawatha Light Rail
- Bus Routes
- Northstar Commuter Rail
- Game-Day Express Bus



MORE INFO >>

BY AUTOMOBILE



The Twins, the Minnesota Department of Transportation and the City of Minneapolis have partnered to provide you the most comprehensive information getting to Target Field by automobile. Visit this page for:

- Driving Directions
- Parking Information
- Real-time Traffic Information



MORE INFO >>

BY BIKE OR ON FOOT



The Twins and the city of Minneapolis have compiled information on getting to Target Field by bike or on foot. Visit this page for information on:

- Cedar Lake Bike Trail
- Downtown Pedestrian Routes



MORE INFO >>

WHAT'S YOUR PLAN?



Depending on your overall plan for your visit to Target Field and Downtown Minneapolis, you may want to consider a variety of different transportation options. Visit this page for suggestions depending on your specific situation.

- Stay later
- Gotta go
- Early dinner
- Coming From:
 - East – West – North – South




MORE INFO >>

Partners:



DESTINATION:



TARGET FIELD



What's Your Plan?



Attending a Twins game at Target Field, located in the historic warehouse district of downtown Minneapolis, is a unique and exciting urban entertainment experience. Come early before the game or stay later after the game to experience downtown amenities, pre and postgame activities, shopping, dining, unique sights, parks and other entertainment events. Enjoy the extra time to savor Target Field and the downtown experience.

STAY LATER




Hennepin and 1st Avenues provide excellent night life with countless restaurants, bars, pubs and clubs. Whether you are looking for a bite to eat, a few drinks after the game or an extended Twins victory celebration, you can find the right place just blocks from Target Field. Plan ahead by seeking out dining guides before your visit or make an adventure out of it by setting out on-foot and choosing whatever places catches your eye.

PREGAME MEAL



Arrive early and make Nicollet Mall, Hennepin Avenue or 1st Avenue your destination. If you want to sit down and enjoy your meal, get downtown at least an hour early to give yourself plenty of time to pick a restaurant, eat, and walk to Target Field. If you just want something quick, you'll still want at least a half hour to give yourself walking time and accommodate for others that have the same idea, especially if you are within a few blocks from the ballpark.

twinsbaseball.com

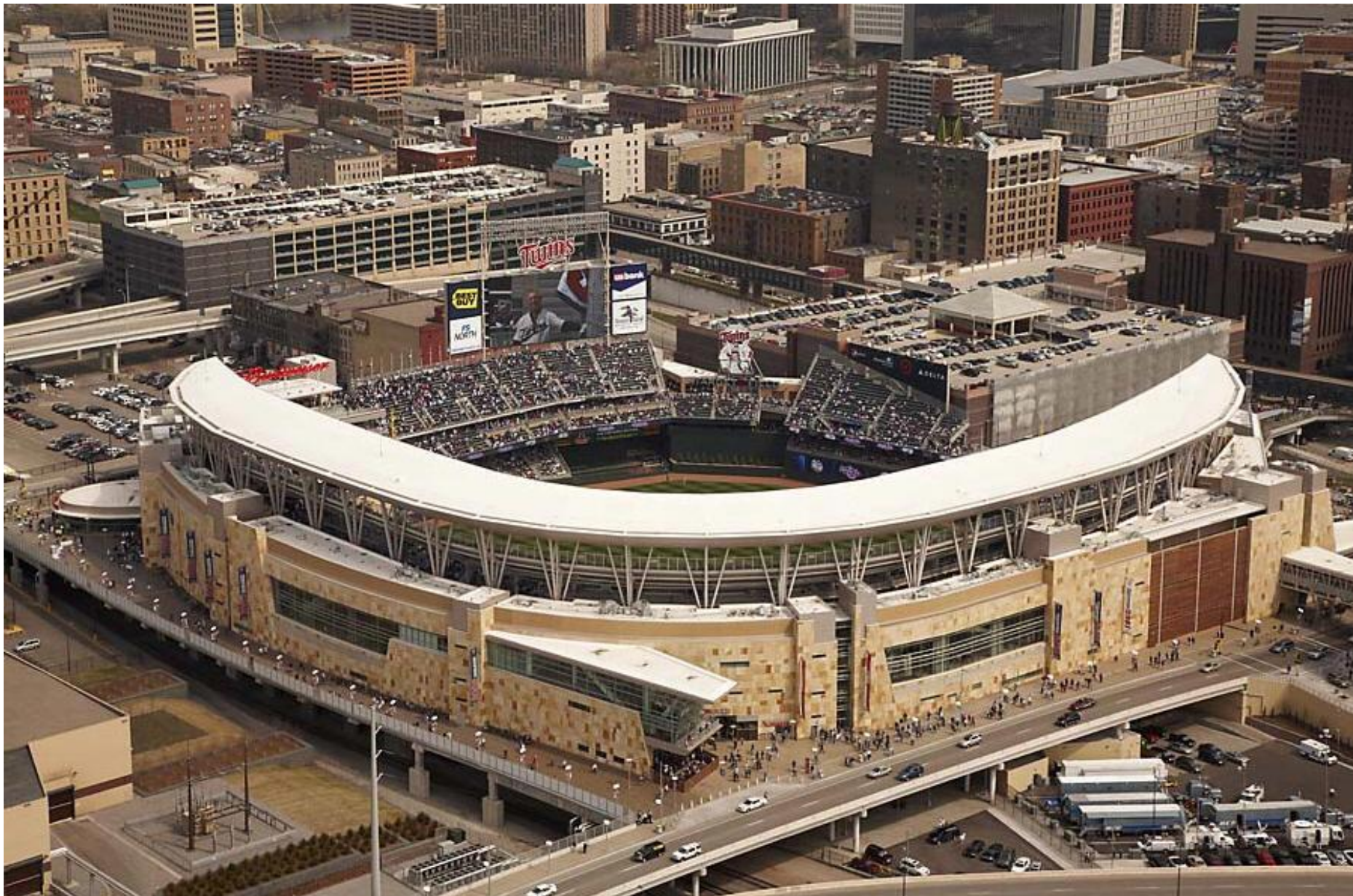


In the first 9 games at Target Field in 2010:

- Metro Transit carried an average of 6,850 people to each game
- An average of 300 fans arrived on bikes
- A vast majority of fans using the A, B, C, and Hawthorne Ramps exited within 30 minutes after games



Western Edge of Downtown











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