

# Resilient Towerside: Technical Report



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# Resilient Towerside Technical Report

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Date:  
5/11/2022

**A Note on This Document:**

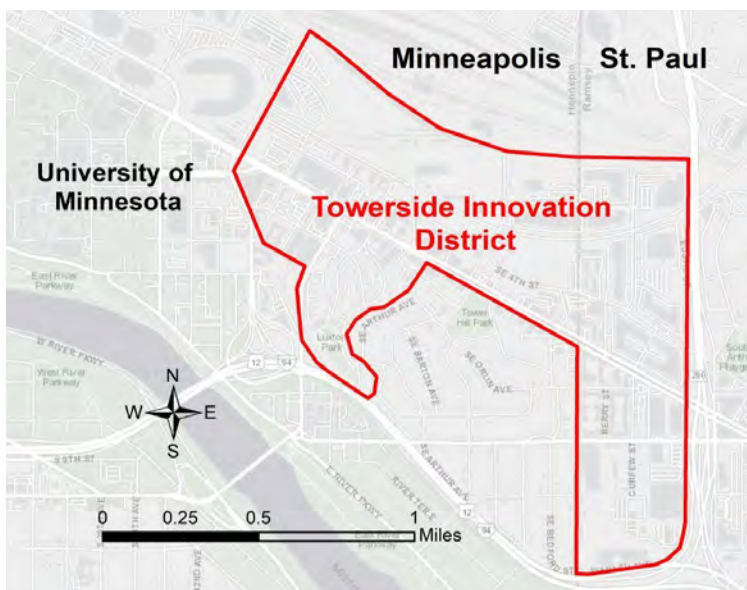
The primary purpose of this technical report is to detail our process design and methodology. This report explains how we designed, distributed, and carried out our community survey, along with providing details of the economic analyses. While we provide a brief summary of the project's purpose and findings at the beginning of this report, our main narrative with key takeaways and recommendations can be found on our ArcGIS StoryMap, publicly accessible at <https://z.umn.edu/towerside-storymap>.

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# I. Resilient Towerside Capstone: Project Overview

The Towerside Innovation District (TID; Figure 1) encompasses a premier location of the Twin Cities with tremendous potential to become an even greater hub of diverse people and culture as well as innovation and economic growth. The Towerside Innovation District vision began from a recognition of this location's opportunity to attract and retain enterprise, accelerate social justice for historically underserved populations, and further a shared community vision of what kind of innovation district Towerside will become. As a culmination of their urban planning graduate school studies, the authors of this report were tasked to investigate questions for the Towerside board ("partners") around what the state of Towerside is now and what potential Towerside has for the future. Our capstone project aims to fill a gap that Towerside is experiencing, by clarifying the public's perception of Towerside as well as furthering the current understanding of Towersides' internal assets. Specifically, the capstone sought to answer three main questions: (1) What is the public perception of Towerside? (2) Where can Towerside expect developments in the district? and (3) What do people want for the future there? The objective is to provide a strategic planning baseline analysis through an exploration of these questions into the spatial, economic, and social realities of Towerside. To understand the public perception, we created a community survey which was delivered to local businesses of all varieties and posted in public locations throughout Towerside. The survey results reinforced many of the existing missions and projects of Towerside and other social-service organizations. In addition to conducting a survey, we determined future development potential through a multivariate parcel analysis using estimated market value, building age and owner occupation status. After examining the findings from the community survey and the economic and employment analyses, our team came up with technical and feasible recommendations for Towerside to improve and strengthen its economic development and community engagement strategy going forward.



**Figure 1.** The Towerside Innovation District's conventional boundary, in proximity to the U of M, Minneapolis and St. Paul.

## II. Community Survey

The purpose of the survey we created was to better understand the public's perceptions of Towerside and identify individuals' preferences for future growth. Although the Towerside board has engaged with community members in the past, they have never before administered a public survey. Our team thought it would be important to hear about satisfactory or concerning aspects of Towerside from the perspectives of people who live, work, or visit Towerside. These insights may provide valuable information to the board as they continue to envision Towerside's future.

### a. Methodology

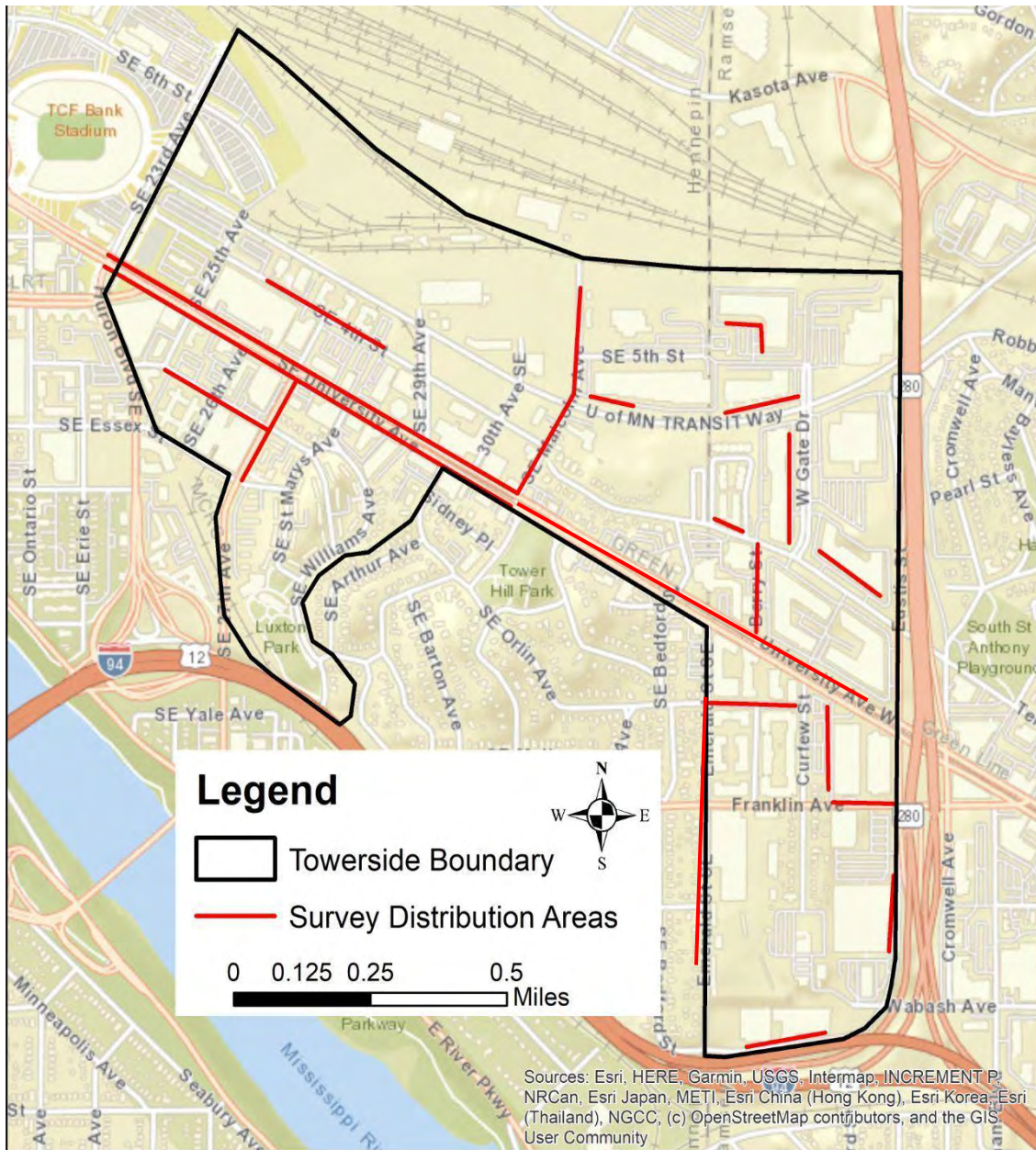
The survey creation process consisted of two steps: (1) designing the survey questions and (2) field testing the questionnaire. For the first step of writing survey questions, we created a framework of key categories to consider and indicators of their quality, such as lifestyle, jobs and affordability. We also included a multitude of different question types in the survey, including multiple choice questions, ranking questions, and open ended questions. The multiple choice and ranking questions were useful in finding broad patterns in survey responses, while the open ended questions allowed for respondents to more fully communicate their thoughts and feelings. Generally, the questions were structured into four categories: present condition, satisfaction, preferences, and demographics (in that order). This structure has been proven to be useful at garnering information from surveys due to the flow of the questions and the multiple ways the respondent can express themselves. It also enabled our analysis to reveal the degree to which respondents diverge from the average demographics of this area. Following the writing of the survey questions, the survey instrument was field tested in a simplified paper format to ensure the questions were comprehensible for lay citizens. Finally, we transcribed the survey into an electronic format in Qualtrics, a UMN surveying software. We used Qualtrics capabilities to provide multiple language options to take the survey in, including English, Somali and Spanish. The comprehensive list of questions included in the final survey can be found in the appendix of this document (Table A1).

Following the finalization of the Qualtrics survey, we created an eye-catching flier that would be used to help people across Towerside access the survey (Figure 2). We placed a QR code on the flier for people to access the survey online from their phone, and incentivized people to take the survey by offering the chance to win \$50 gift cards to either the Market at Malcolm Yards or Amazon.



**Figure 2.** Flier distributed to businesses throughout Towerside and posted at transit stops, on lamp posts and on telephone poles

For the distribution of our survey, we used a convenience sampling technique. Distributing the survey was done in two phases. Firstly, we took a door-to-door approach distributing the flier across Towerside. We issued the flier to businesses across a variety of sectors in Towerside (e.g., restaurants, hotels, recreation, technology, health care) as well as to residents and visitors in the area. In addition to directly delivering the flier to local businesses (Table 1) we also delivered it to people on the street, posted them at transit stops, on street lamps and telephone poles, and at parks and/or common areas (Figure 3). The primary strength of this approach is enabling the surveyors to clarify the purpose to respondents who they converse with while distributing the flier, thereby eliminating any confusion the respondent may have. The weakness of this approach is its inherent bias, favoring the people and businesses that are more convenient to reach, have the ability and free time to perform the survey, and that have a greater interest in the future of the area. The second phase of survey distribution was conducted purely online, through targeted emails to residents and businesses which we failed to reach in the first phase. This approach complements the first phase very well, by enabling us to reach those members of the public who are more difficult to reach in person. The survey officially opened for people to take on March 22nd, 2022, the same day we engaged in phase 1 of survey distribution, and was closed on April 10th, 2022, with a total of 96 responses.



**Figure 3.** Streets surveyed across Towerside Innovation District.

**Table 1.** Businesses surveyed across Towerside Innovation District.

<b>Category</b>	<b>Establishment Name</b>	<b>Categories Continued</b>	<b>Establishments Continued</b>
Apartments	Green on 4th	Education	Venture Academy
	The Louis Apartments	Restaurants/ Breweries	Surly
	The Link Apartments		O'Shaughnessy Distilling
	The Pillars Senior Living		Tea House China
	The Legends at Berry		U Garden Restaurant and Event Center
	Berry Place Apartments		Malcolm Yards
Hotels	Days Hotel by Wyndham		Legendary Spice
	Hampton Inn and Suites	Governmental Offices	USPS
	Home 2 Suites by Hilton		Minnesota Geological Survey
Recreation	Twin Cities in Motion	Other Businesses	Creative Images
	Anytime Fitness		Sentera
	Vertical Endeavors		Impressions Incorporated
Healthcare	Family Wise	Religious/ Spiritual Centers	St. Panteleimon Russian Orthodox Church
	Athletic Medicine		Prospect Park United Methodist Church
	Fairview Pharmacy		
	Fairview Children's Clinic		
	The Pillars Childcare		

## b. Limitations

The survey engagement method has some important limitations, qualifying any interpretations of the results. Since we could not take a perfectly random sample of the population in and around Towerside, we had to accept that the respondents to our survey would be a convenient sample, biasing the results. Nevertheless, we solicited flyers across a wide area, in various forms of public space and engaging every type of business enterprise. The forthcoming demographic analysis provides insights into the difference between what the general population looks like and what our survey respondents actually looked like. This helps identify which community segments were disproportionately represented in the survey.

## c. Results

The following sections outline the key takeaways from the survey, categorized by demographics, likes and values, concerns and issues, and hopes for the future of the Towerside Innovation District as reported by different people who live, work, play and commute through the area. For a full list of the questions asked and the specific responses, see the appendix section.

### Demographics and Relationship with the District

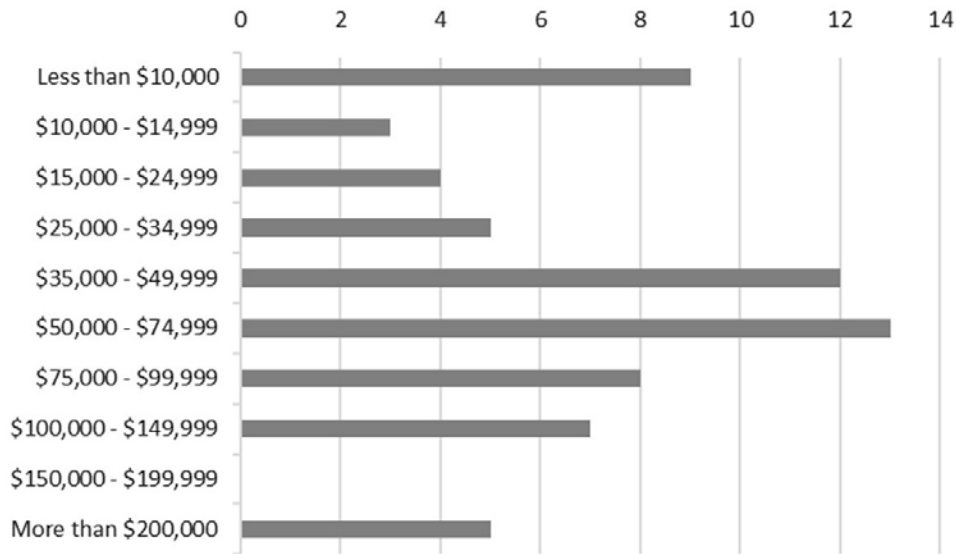
A look at the demographic makeup of the survey respondents can illuminate who actually took the survey. Age and racial identity are two statistics we used to compare the general population of Towerside to the survey respondents. For the general population statistics, we used ACS data publicly available from 2020. The tables below indicate the given proportion as a percentage of the entire population, of various racial identities and age ranges. Note that we oversampled the white population by about 30%, as well as the age 20 to 29 group by about 9%. Additionally, we undersampled the Black population by about 15% and the Asian population by about 22%.

**Table 2.** Comparison between the survey respondents age/race demographics and the general population of Towerside according to the ACS 2020 data.

	White	Black	Asian	Native	Other	Hispanic
General Population	44%	19%	30%	0%	2%	4%
Survey Respondents	74%	4%	8%	1%	1%	1%

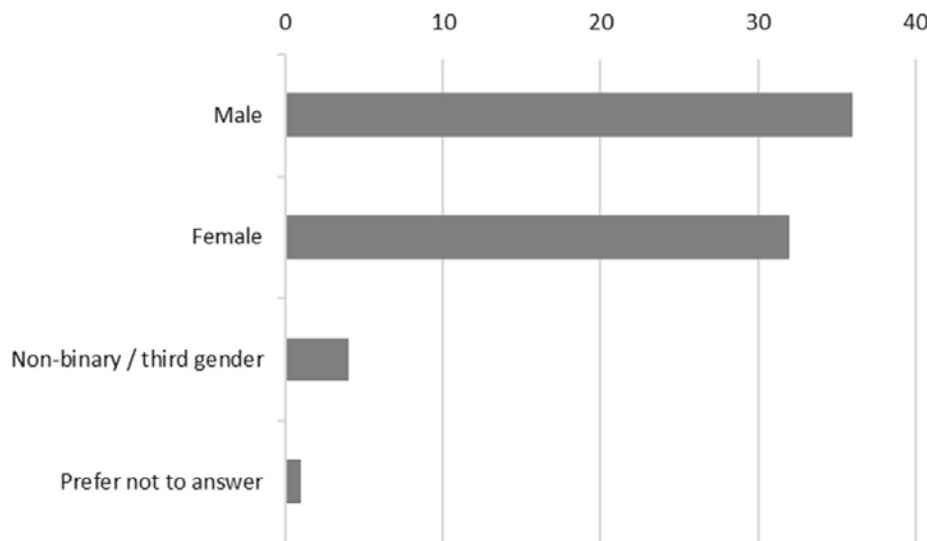
	0 to 9	10 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
General Population	6%	7%	46%	15%	6%	9%	7%	3%	1%
Survey Respondents	0%	3%	55%	18%	9%	8%	5%	0%	1%

In addition to race and age, we asked income questions in the survey. The summary of our responses is given in the figure below. Most of our respondents make either less than \$10k per year or between \$35k and \$75k.



**Figure 4.** Income demographics statistics of survey respondents.

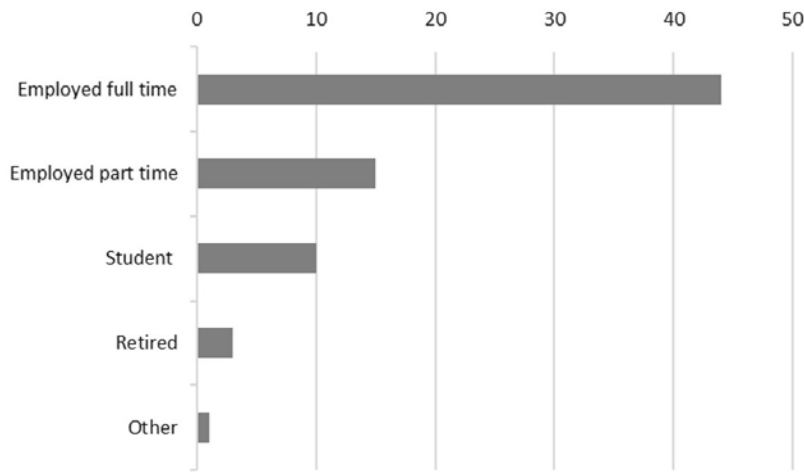
In terms of gender, our respondents were roughly even between male and female, with slightly more responses from the male gender.



**Figure 5.** Gender demographic statistics of survey respondents

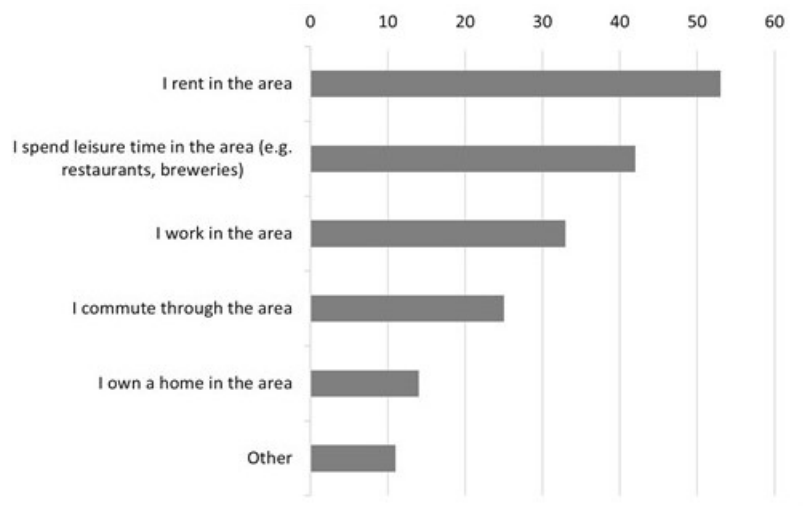
The final set of demographic statistics regard employment status. The graph below summarizes these data, revealing that the overwhelming majority of respondents are employed full time. It appears that we captured less students than expected, however we do not have general population

data regarding student status. It may also be the case that some amount of respondents are students in addition to being employed at some level, and this overlap may not have been captured in the data.



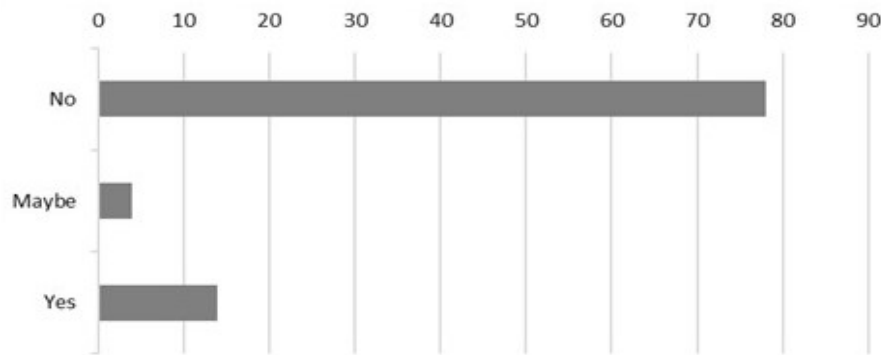
**Figure 6.** Employment status statistics of survey respondents.

Understanding the respondents' relationship with Towerside was also an important data point. The graph below summarizes the data, showing 55% of survey respondents (53 people) identified themselves as renters in the district, while around 44% (42 people) said that they spend leisure time in the area and 34% (33 people) work in the area. These were the three most frequently declared Towerside relationships, but there were also respondents who are commuters through the area, own a home in the area, or volunteer/engage in other events within the district.



**Figure 7.** Survey respondent's relationships to Towerside Innovation District

When asked whether they had ever heard about the concept of a Towerside Innovation District, over 80% of respondents said no. Of the 13% who said they had heard of the district before, most of them are actively involved in a community organization or heard about it online.



**Figure 8.** Survey respondent’s prior knowledge of the “Towerside Innovation District”

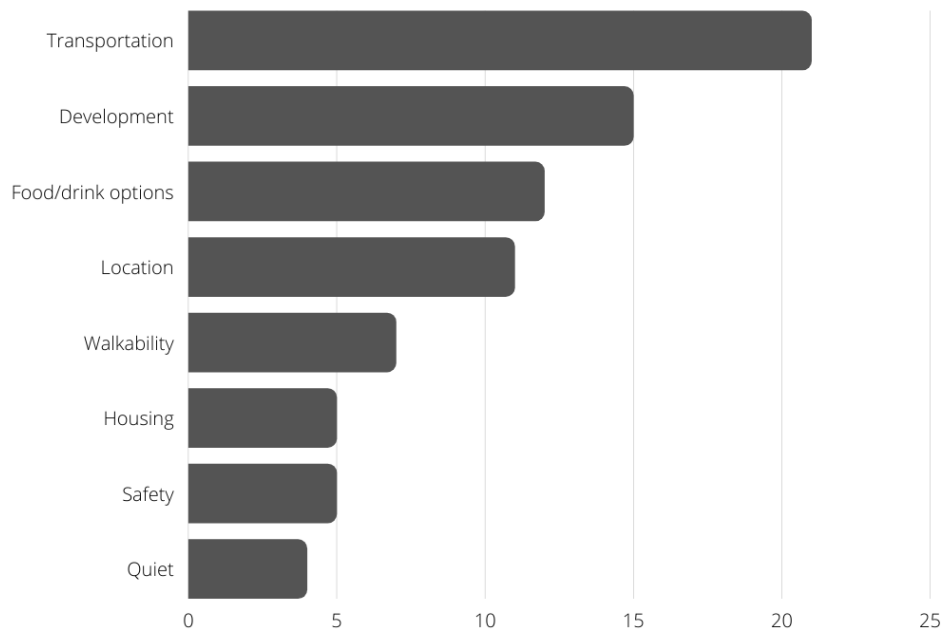
### Open Ended Responses

The following sections explain key findings from the open ended question responses. These questions aimed to investigate what respondents like, dislike, or think needs to change about the Towerside Innovation District. On average, the open ended questions ended up with a response rate of 50%. All of the responses from each open ended question were compiled in an Excel spreadsheet and were sorted by whether the comment identified a like/value, a concern, or a hope for improvement. Then, we went through the process of coding each individual comment for what general sentiment or theme was being conveyed by the comment. For example, one respondent remarked that they were concerned about "not enough green spaces and it's unpleasant to walk in this area." Therefore, we coded this comment as touching on both "Green space" and "Walkability." We proceeded through all of the comments using this method, coding each open ended response with the themes or ideas they communicate. By the end of this process, we were able to group comments by code to see what patterns were emerging, and could report what themes were rising to the top in each category of likes, dislikes, and hopes for the future.

This process of analyzing open ended responses does have some limitations. The person who goes through and codes every comment is influenced by some level of inherent bias, no matter how objective they are trying to be. Additionally, some comments were very detailed, and it was difficult to always capture the nuance of comments through codes alone. While these were limitations that our team encountered, we have included a repository of all of the open ended responses we received in this survey in the appendix of this document (Table A2). We hope that by allowing the reader to access the responses, they can better understand the nuance and variability of responses provided.

## Survey Respondents' Likes and Values

Respondents were asked about their favorite elements of the district in its current state, and Figure 9 illustrates the main themes which emerged from this question. "Transportation" was the most commonly cited aspect that respondents were satisfied with in the area, with around 21 respondents indicating their approval of this service in Towerside. Respondents remark how easy and accessible the green line light rail is, and also appreciate how Towerside caters to a multitude of transportation options, including biking, walking, driving, and taking public transit. The second most commonly cited theme was development, with around 15 people touching on some aspect of this. The "development" code broke out into a few different subthemes. Respondents express gratitude when developers work to reuse old buildings for the purposes of new development, and are happy that development in the area has been geared toward pedestrian/transit oriented development, revitalization, and mixed use building. The next most commonly cited theme was food/drink options, with around 12 people bringing this up. For the most part, respondents are pleased with additions of Surly Brewery, Malcolm Yards, and Fresh Thyme over the past few years. Location of Towerside was also mentioned by around 11 respondents as being a huge convenience. Respondents think that Towerside's proximity to the University and also to both downtowns make it a highly desirable place to be. Less common responses include respondent satisfaction with walkability, housing affordability, safety, and the quiet nature of the district.



**Figure 9.** Favorite elements of Towerside Innovation District, as reported by respondents, categorized by theme

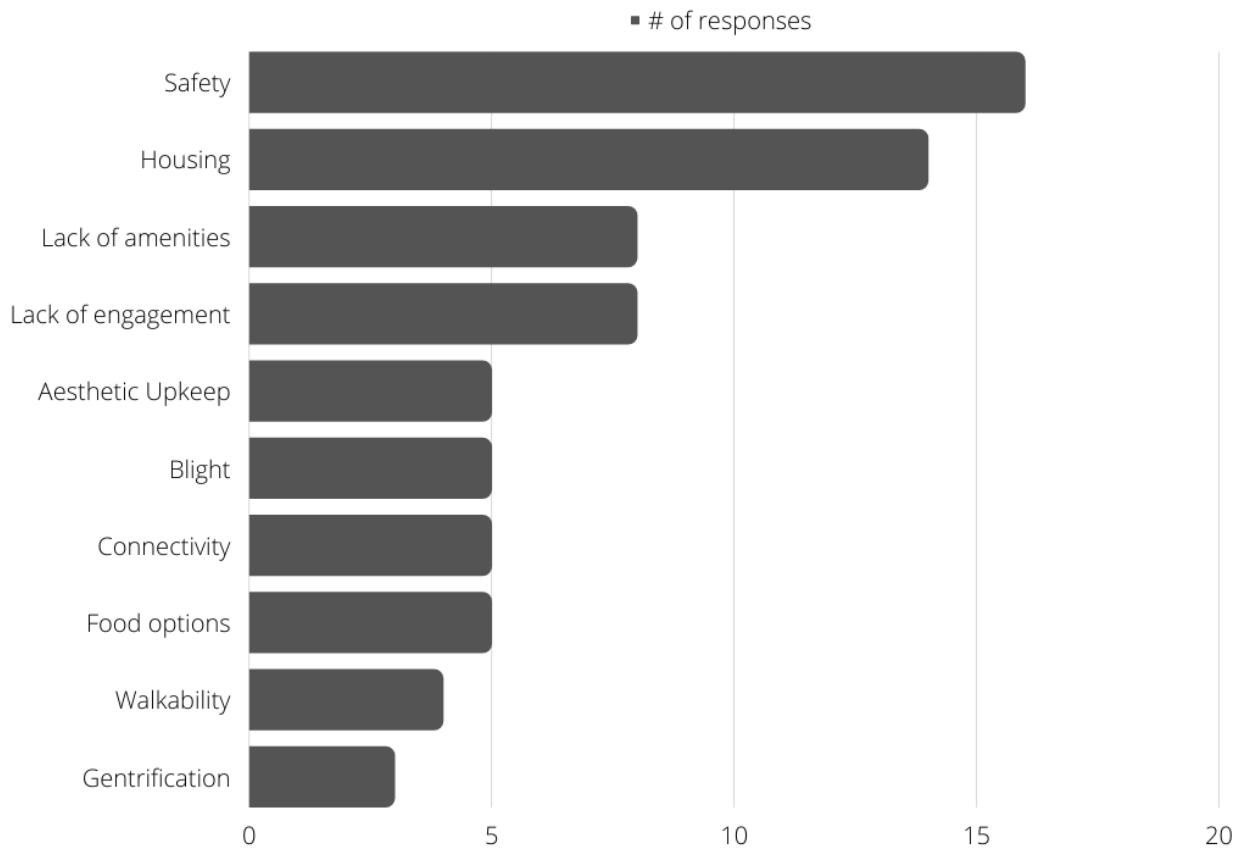
## Respondent's Issues and Concerns

Respondents were also asked to express what they find lacking or concerning about the current state of the district. Figure 10 depicts elements which respondents found to be of issue or concern in the area. The most concerning issue for people is their safety, both in terms of crime and walking as a pedestrian with around 16 people mentioning this element of Towerside. There is certainly a perception amongst respondents that crime has increased in the area throughout the past few years. People attribute some increases in crime to the coming of the light rail, while others provided personal anecdotes of crimes that have happened to them while in Towerside, like property theft. Safety comes in many forms, and another safety concern raised is feeling uncomfortable crossing various intersections in the district. Remarks about aggressiveness of drivers around 280 and University Ave, and also presence of large trucks in the area, makes some feel uncomfortable or unwelcome when walking or biking, in particular.

Housing affordability in Towerside is another concern, with around 14 people mentioning this. There is a perception that all of the new housing going up is "luxury" and "insanely expensive." Respondents are wary that new apartment complexes may be leading to gentrification of the neighborhood and pushing some people out who can no longer afford to live in Towerside. Additionally, the monotony of highrise, high density housing was mentioned by some respondents as an annoyance. Some wonder where the lower density housing options are, like mid-rise or townhouse style homes to create some variability in housing options.

In contrast to what seems like endless apartment complexes going up, the lack of amenities feels all the more obvious to some and is seen as an issue. One respondent reflects that "Development of multi-family and high-density housing has taken place, but the amenities nearby haven't kept pace with it." This presents a problem for the future: with more apartments going up, more people are coming into the area, but not enough amenities exist in the area to adequately support the population that's arriving. People express that there are insufficient options for everyday shopping (like pharmacies and general stores), services (like barbershops) and retail options.

Lack of community engagement and lack of a clear vision for the area are other issues of some concern for survey respondents. Many expressed frustrations in their comments that they weren't familiar with the concept of the Towerside Innovation District, or that this idea hadn't been well communicated to them until this point. One person said that people behind Towerside "have not done a good job of reaching out to existing residents." Lack of a clear vision was also noted as a concern by some, and as a reason that many people may be confused about the district and its branding: "It needs a clearer vision. I don't think the community really understands what it is about."



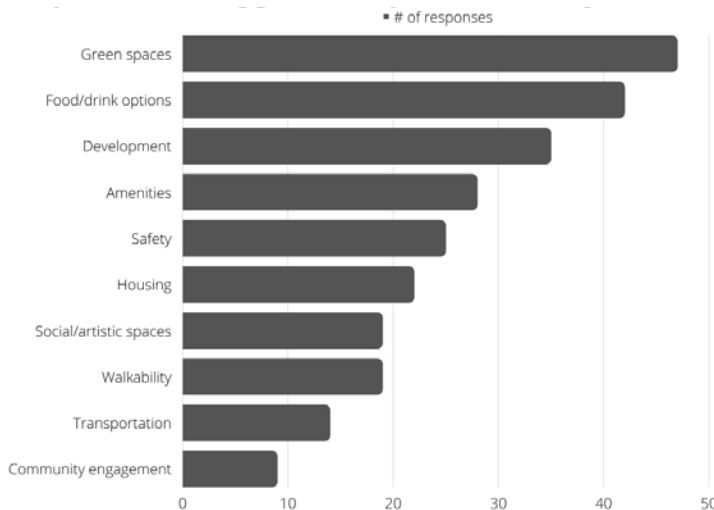
**Figure 10.** Public concerns in Towerside as reported by survey respondents

## Hopes for the Future of Towerside

There is so much potential for the Towerside Innovation District to become a thriving, liveable, innovative community – and many of the respondents have these very hopes. Figure 11 depicts the suggested areas of improvement for the area as revealed by survey responses to work toward a more ideal community.

The most common desire of respondents is to see more accessible green spaces brought to the district, with 47 responses indicating more green space would be desirable in Towerside. Parks, parklets, community gardens, dog parks, interesting landscaping, and greenery next to the transitway were all suggestions for sprucing up an otherwise "brown and rundown" and "industrial" landscape. One respondent makes the connection that "Greener always means more community and knowing your neighbors," communicating that appealing green spaces and a thriving community go hand in hand.

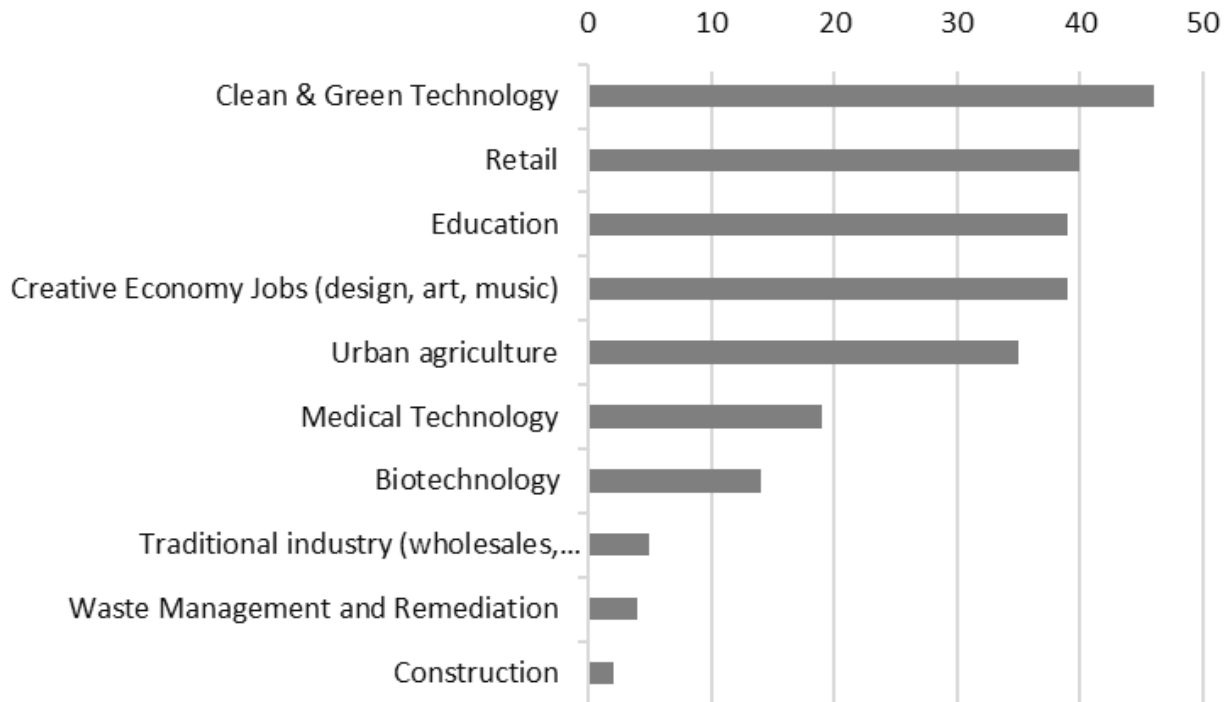
Increasing the development of amenities, food/drink options, and social and artistic spaces is another huge theme indicating that people feel there is a general lack of things to do at the moment in the Towerside District and this should be addressed. In terms of amenities, "more retail" is mentioned a lot in addition to bringing in more unique "mom and pop" and "small, local" businesses. A respondent wishes "I didn't have to drive too far to get shopping done," so making these amenities accessible to those who live in the area is another important factor to consider. Bringing in coffee shops and smaller cafés was another suggestion made by a number of respondents. Finally, the desire for more social spaces and artistic opportunities to spur more community interaction and bring life to the area was well captured by survey responses. Some suggestions include "[bring in] different kinds of social environments other than breweries such as live music/comedy venue," and "Lift up young artists by contracting for murals that express the values and dreams of the area and those who live and work here."



**Figure 11.** Survey response count for preferred future improvements in Towerside, categorized by theme.

## Economic Industry Growth Preference

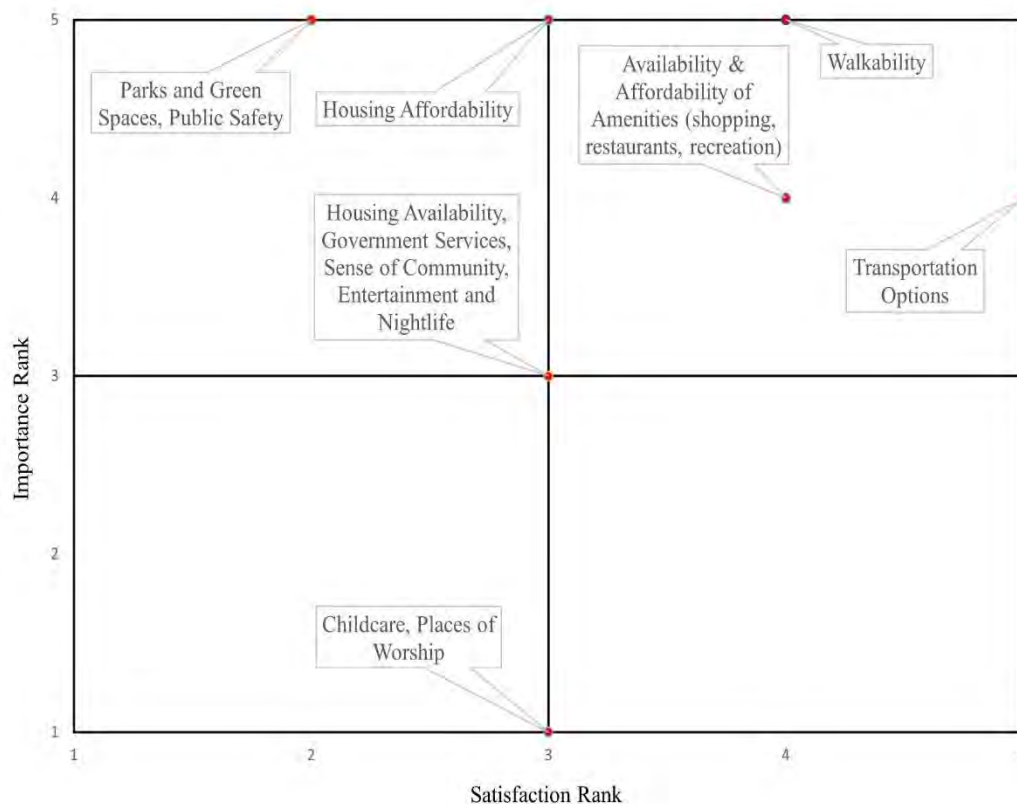
When asked to choose which industry or industrial sector you would like to see grow in this area, respondents overwhelmingly voted in favor of renewable energy, urban agriculture, retail, education, and creative industries. This result seems to reinforce some of Towersides' missions and ongoing projects regarding transitioning to an independent, sustainable energy system and decarbonizing the city more broadly. Biotech falls in the middle rank, perhaps an echo of the crash in biosciences business around the area several years ago. Among the least popular industries are construction, traditional industry, finance, insurance, real estate, waste management, utilities, and gigs. Figure 7 shows a survey data breakdown grouped by number of survey responses. Most of these choices came from the NAICS standard terminology, while others like renewable energy and creative jobs were added afterwards.



**Figure 12.** Survey responses for economic industry preference in the future.

## Satisfaction, Importance Matrix

By asking respondents how satisfied they are with specific neighborhood elements and then asking them how important those same elements are, we can combine the results into a single graph or matrix. The figure below shows these results. Respondents were asked how they would rank these elements on a scale of 1 to 5 (5 being most important). The location of the neighborhood element within the matrix indicates its most common score, the mode statistic. For example, in the upper left quadrant, parks and green spaces as well as public safety are placed at a low satisfaction level (2) and a very high importance level (5). This indicates that development of the area should focus on those issues. On the other end of the importance spectrum is places of worship and childcare, both receiving moderate satisfaction with very low importance. The graph also reveals a general contentment with transportation, recreation, shopping, and restaurants. Housing affordability is ranked very important and only moderately satisfactory.



**Figure 13.** Satisfaction and Importance theme matrix.  
5 is highest rank, or most important/satisfactory.

### **III. Economic Study**

#### **a. Parcel Analysis**

A parcel analysis grounds the project in the spatial realities of Towerside and thus the spatial possibilities or lack thereof that the district faces. We centered our analysis on four key variables: building age, estimated market value (EMV), owner-occupation status, and “special factors”. These four variables were used to forecast areas of potential development in Towerside, culminating in a (Re)development potential map.

#### **Variables**

Building age was chosen because it can be an indicator of both loan status and “blight”. Buildings that are older are less likely to have outstanding loans/debts from their construction. Moreover, older buildings are more likely to be blighted, unattractive to the community, and structurally unsound. These factors make building age important to consider when forecasting future development in Towerside.

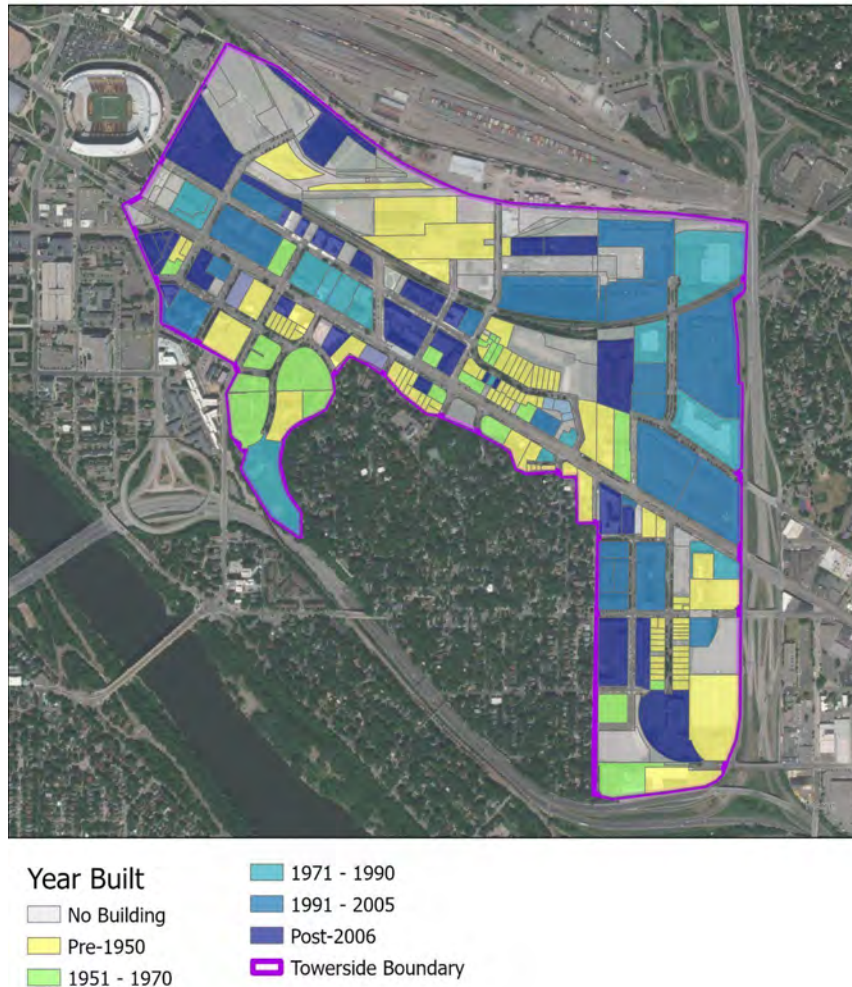
Estimated market value is the most important variable in our analysis as it is the most important factor when purchasing/developing/redeveloping a parcel. Estimated market value is a figure determined by the county assessors (in this case Hennepin and Ramsey) and is, as the name implies an estimate of how much the parcel would sell for if it were listed today. Rather self-evidently, a parcel with a very high cost is unlikely to be developed/redeveloped both because of the upfront cost of acquiring the parcel and because of the length of time it takes to make a profit.

Owner-occupation status was considered because it marks the difference between a property being an investment versus a “home”. Properties that are not owner-occupied are much more likely to have a “price” that is based on a calculation of expected return by the real-estate/investment company that owns it. Properties that are owner-occupied are homes to the businesses within them. They are more likely to account for the sentimental and emotional value of the properties when selling them as well as any additional moving costs that they may incur by relocating.

“Special Factors” were any properties that are: owned by a public entity (such as the University, Metropolitan Council, or the City of Minneapolis), owned by a railroad company, or historically preserved/maintained (KSTP, Court International, Case, Market at Malcolm Yards, etc.). These factors were only considered when creating the (Re)Development Potential map and were

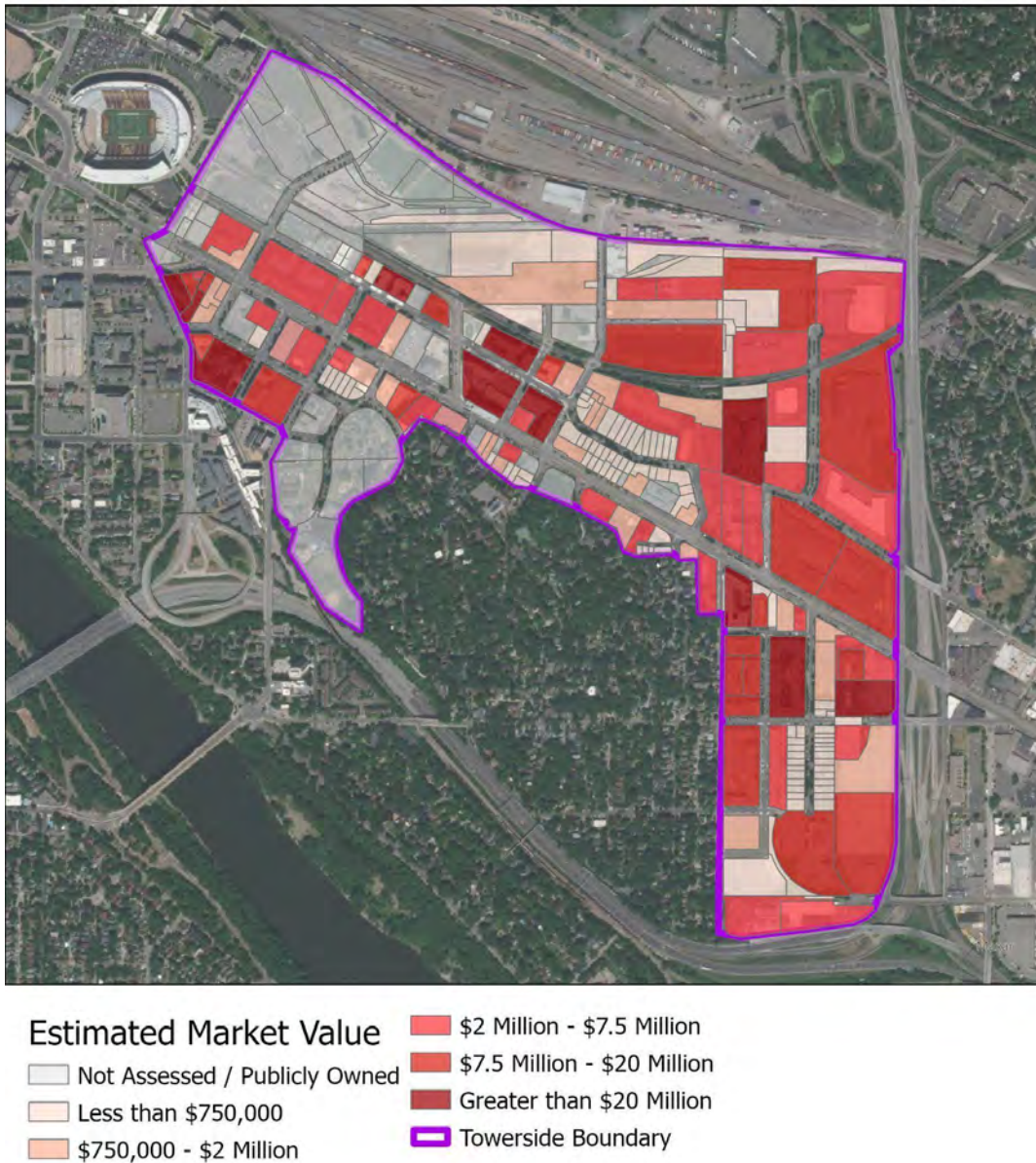
automatically given a “low” rating due to the parcel data not adequately controlling for these important factors.

**Figure 14. Building Age Map**



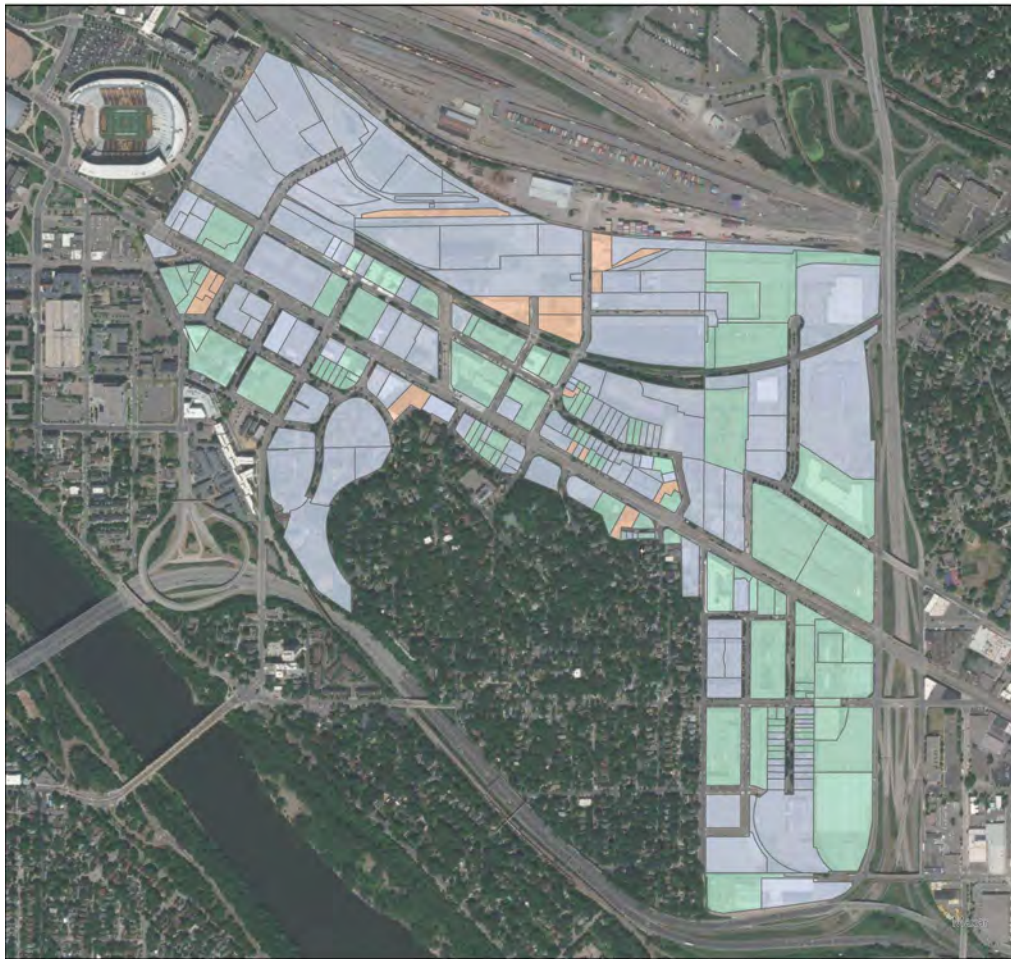
The Building Age map reveals that the northeastern section of Towerside (The Westgate Industrial Park) has the newest buildings of any “section” of Towerside. The map also shows a slate of very new development in the western half of the district. Lastly, we also see in this map that the two pockets of single-family homes in Towerside (defined by the smaller parcel sizes in the center of the district and the block of homes in the south-eastern portion of the district) are the oldest structures in Towerside. This map also hints at the potential in the northern portion of the district where there is either a lack of buildings or very old ones.

**Figure 15. Estimated Market Value Map**



The EMV map shows that the majority of western Towerside is owned by the University, City of Minneapolis, or another public non-taxable entity. Hennepin County does not choose to even estimate the EMV of its land or property which hinders our ability to forecast their future. The ownership of these parcels has other consequences as historically, neither the City nor University will be wanting or willing to sell the land for private development. However, there may be University-led (re)development of many of these parcels as they themselves continue to grow and expand. The map does reveal lower-value parcels in the center of Towerside and a lower-value block of parcels in the southeastern portion of the district. Both areas are the last remaining single-family homes in the district.

**Figure 16.** The Owner Occupation Map



**Owner-Occupied?**

- No
- Unknown
- Yes

The Owner Occupation Map was created using Hennepin and Ramsey County parcel data for the registered taxpayer as well as the Minnesota Secretary of State Business Filing Lookup tool. In the instances of single-family homes and some businesses, if the primary taxpayer address matched the physical address, then the property was deemed “owner-occupied”. In the instances where they had a different primary tax-payer address or were clearly owned by a real-estate or management company (as in a firm was listed as the primary taxpayer), the property was deemed *not* to be owner-occupied.

For businesses that were on properties owned by limited liability companies (LLCs) or Limited Liability Partnerships (LLPs), we used the Secretary of State business filing lookup to figure out

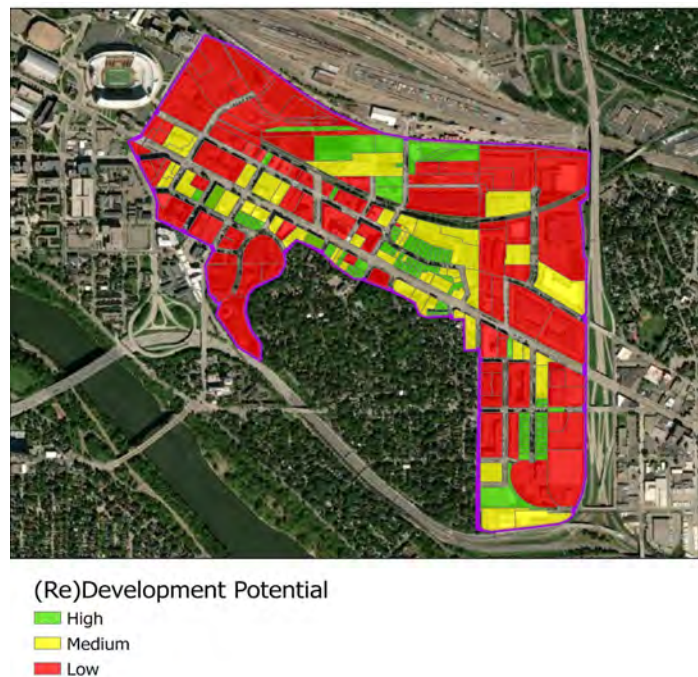
the “true” owner. For example, the parcel that Surly Brewing is on is owned by the LLC “Pants Optional”. Upon further investigation, the LLC is registered to Surly’s office address in Brooklyn Center. In this case, we would conclude that it is an owner-occupied parcel. If the LLC was wholly independent or belonged to a real-estate holding company, we would label this as not owner-occupied.

For multi-family housing buildings, we marked condo buildings as owner-occupied. When looking through the data at condo buildings there are some units that are likely being rented out, however, there would be no easy or logical way to display proportions so for the sake of clarity they are marked fully owner-occupied. We labeled apartment buildings as not owner-occupied.

### (Re) Development Potential

The (Re)Development Potential Map (figure 12) is a combination of the previous 4 levels of parcel analysis. Whereas the previous maps provide Towerside with a look at the district as it is now, the (Re)Development Potential map seeks to provide Towerside a look into the future solely based on publicly accessible parcel data. The goal of and benefit the map brings is to highlight parcels that have older buildings with lower estimated market value and are also ideally not owner-occupied. Ultimately, this map can be used as a list of properties for Towerside to keep an eye on and share with friendly developers who can take a closer look at our compiled data on the property and potentially act based on that information.

**Figure 17.** The development potential of parcels in Towerside Innovation District.



The Development Potential Map is far from an exact science. The map was made without knowledge of potential buildability issues (grading, soil contamination, etc) or the physical state of the interior of these buildings. Both of those aspects require a greater and more technical knowledge than this group poses. This map also does not state where we *hope* to see (re)development, but more so where we *expect* to see it based on the other levels of analysis we have conducted for this project. Lastly, it is nearly impossible for us to predict what the University or railroad companies intend on doing with the swaths of open parcels used for storage and parking in the northwestern corner of Towerside. As such, they have been listed as having “low” development potential although they could realistically be developed or altered by the University or rail companies. We calculated the likelihood of a property being developed based on the factors of owner-occupation, building age, and estimated market value. Any parcel that was owned by a public entity (City, post office, University), owned by a railroad company, or has been historically preserved (Case building, Court international, the Market at Malcolm Yards, etc.) were given an additional rating that guarantees they would be displayed as “low development potential” due to their unique circumstances.

Development Potential ratings were created by grouping (or “binning”) the various categories to easily rank them. Since none of our metrics have quantities on the same scale, grouping the data into various ranks was the most logical approach. Ultimately our equation was:

Estimated Market Value Group Rank<sup>1</sup> (x3) + Owner-Occupation Status<sup>2</sup> + Building Age Group Rank<sup>3</sup> + Public Entity/Railroad/Historically Preserved = Development Potential Score

If a rating was between 1 and 5 it was deemed as having “High” (re)development potential, if it was between 6-10 it was deemed as having “Medium” (re)development potential, and if it was 11 or greater it was deemed as having “Low” (re)development potential.

## Findings

With these four maps we are able to provide informed recommendations and points of consideration for the Towerside board in respect to their spatial-realities and potential future. The culmination of this analysis, the (Re)Development map, attempts to forecast areas where Towerside should expect to see development to occur in the future. We found that about 11.5% (or about 40 acres) of Towerside’s total parcel acreage (not including streets or other right-of-way) was classified as “highly” developable. About 22% of the district was in the “medium” category and the remaining 66.5% was “low” or unlikely to be developed. This would indicate

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<sup>1</sup> Less than \$750,000 = 1 | \$750,001 - \$2.5 Million = 2 | \$2.5 Million - \$7.5 Million = 3 | \$7.5 Million - \$20 Million = 4 | Greater than \$20 Million = 5

<sup>2</sup> Non-Owner Occupied = 0 | Owner-Occupied = 1

<sup>3</sup> Pre-1970 = 1 | 1970 - 2004 = 1 | Post-2004 = 2

that Towerside is nearing full development and is otherwise constrained spatially when it comes to new development opportunities within the District.

## **b. Employment Analysis**

To understand more about the dynamic job market in Towerside, we analyzed Longitudinal Employer-Household Dynamics (LEHD) data from the ACS. Not only can these data allow us to understand the inflow and outflow of workers through Towerside, but we can also compare those figures with Twin Cities averages. The inflow/outflow map below (figure 13) shows conceptually that ~4,000 workers commute to Towerside for their job, only ~20 people work and live in Towerside, and ~2,000 people live in Towerside while commuting elsewhere for their job, therefore, Towerside is a net importer of jobs. The inflow/outflow map is also the first indicator that Towerside is not a “complete” community where the majority of residents also work within the district.

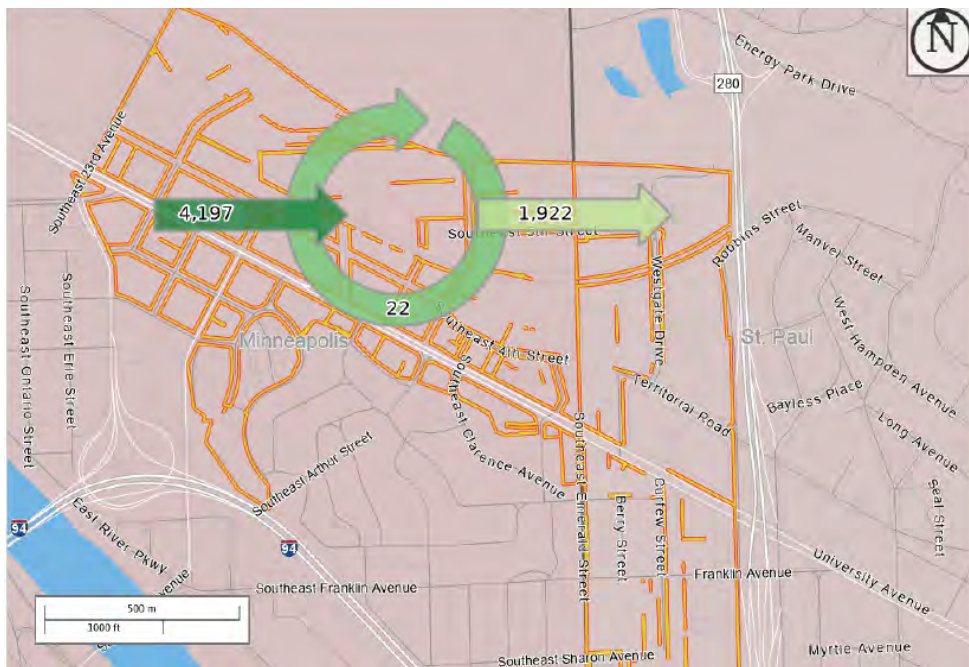
Tables 2 and 3 provide more insight into the employment landscape within the boundaries of Towerside. These data show that the workers who live in Towerside are significantly different than those who live elsewhere and come to work in Towerside. Compared with those who come to work in Towerside, residents of Towerside more commonly work in educational services, relatively few of them work in manufacturing, 42% of them are under 29 years old, and 60% identified as white. This exposes a job gap when compared with job imports, where we see a less significant increase in educational service jobs and a larger portion of manufacturing job imports. People who work in Towerside are more likely to work in health care. 60% of the people who work in Towerside identified as female. Residents of Towerside also disproportionately work in accommodation and food service which should not be surprising considering the many college students living in Towerside. It is interesting that most of them do not fill the jobs within the district though. On average, out of the total population of workers in Towerside, we see more jobs in the healthcare, manufacturing, professional, scientific, and technical services NAICS industry sectors. There could be real targeting to get more folks in these industries to live within the district. Worker demographics reveal that 60% of the jobs in Towerside are worked by women and that Asians are the largest minority (12%), behind the majority White population (75%).

Tables 4 and 5 feature selected comparisons between Towersides populations and Minneapolis, Saint Paul, and the Metro Area as a whole. The full tables of comparisons can be found in the Appendix as well. The *workers* of Towerside differ from the workers of Minneapolis, Saint Paul, and the Metro Area in a few key ways. First, Towerside workers are disproportionately employed in the manufacturing industry. Second, when compared to Minneapolis and Saint Paul as a whole, Towerside lacks job opportunities in the Education sector. This is especially problematic as 28% of Towerside residents work in that industry. Next, Towerside is also home

to a large healthcare industry which makes up over a quarter of all employment in the district. This is much higher than the overall proportions of Minneapolis and Saint Paul. Lastly, Towerside’s workforce is 60% female. Although the workforce of Minneapolis, Saint Paul, and the Metro Area is majority female (over 50%), none of these comparison areas come close to the proportion of female workers in Towerside. Table 5 provides four key takeaways about how the *residents* of Towerside are different from the residents of Minneapolis, Saint Paul, and the Metro Area. Over 20% of the residents of Towerside work in the education industry, compared to only 11.5% of residents of Minneapolis (the highest of the comparison areas). Residents of Towerside are also very unlikely to work in manufacturing as less than 5% do so compared to about 10.5% of residents of the entire Metro Area. Lastly, residents of Towerside are younger and less White than the comparison areas. Less than 60% of Towerside residents are White compared to 65% in Saint Paul, 74% in Minneapolis, and 80% in the entire Metro Area. Over 40% of Towersides residents are under-29 compared to only 29% in Minneapolis, 28% in Saint Paul, and 23% in the Metro.

Tables 4 and 5 show that Towerside has a truly unique and specialized economy in manufacturing and healthcare compared to the Twin Cities, however, the residents of Towerside lack these specializations and in fact, actually work less in manufacturing than the comparison areas. Moreover, despite Towerisde having few job opportunities in the education sector, the residents of Towerside are uniquely specialized in that field.

**Figure 18. Inflow/Outflow of Towerside Map**



The Inflow/Outflow map counts of all jobs in the Towerside area in 2019. The dark green arrow represents the number of employees who live outside of Towerside who work within it (4,197). The green circle represents those who work and live within Towerside (22). The light green arrow represents the people who live within Towerside but are employed outside of it (1,922). The arrows do not symbolize where people are coming from or going to.

**Table 2.** Towerside Worker / Resident Comparison by Size, Age and Income

<b>Total All Jobs</b>	<b>Towerside Workers</b>	<b>Towerside Residents</b>	<b>Difference</b>
Total All Jobs	4,197	1,922	2,275
<b>Jobs by Worker Age</b>	<b>Towerside Workers</b>	<b>Towerside Residents</b>	<b>Difference</b>
Age 29 or younger	27.9%	42.7%	-14.8%
Age 30 to 54	53.2%	44.5%	8.7%
Age 55 or older	18.9%	12.8%	6.1%
<b>Jobs by Earnings</b>	<b>Towerside Workers</b>	<b>Towerside Residents</b>	<b>Difference</b>
\$1,250 per month or less	18.7%	26.4%	-7.7%
\$1,251 to \$3,333 per month	22.7%	29.8%	-7.1%
More than \$3,333 per month	58.6%	43.7%	14.8%

**Table 3.** Towerside Worker / Resident Comparison By Industry

<b>Jobs by NAICS Industry Sector</b>	<b>Towerside Workers</b>	<b>Towerside Residents</b>	<b>Difference</b>
Agriculture, Forestry, Fishing and Hunting	0.0%	0.1%	-0.1%
Mining, Quarrying, and Oil and Gas Extraction	0.0%	0.0%	0.0%
Utilities	0.0%	0.2%	-0.2%
Construction	3.3%	1.7%	1.6%
Manufacturing	15.8%	4.8%	11.0%
Wholesale Trade	1.8%	2.7%	-0.9%
Retail Trade	1.1%	5.2%	-4.1%
Transportation and Warehousing	1.0%	2.0%	-1.1%
Information	3.2%	1.9%	1.3%
Finance and Insurance	4.3%	4.3%	-0.1%
Real Estate and Rental and Leasing	0.9%	1.4%	-0.5%
Professional, Scientific, and Technical Services	14.0%	7.3%	6.7%
Management of Companies and Enterprises	0.0%	4.9%	-4.9%
Administration & Support, Waste Management and Remediation	0.7%	5.1%	-4.4%
Educational Services	2.8%	22.7%	-19.9%

Health Care and Social Assistance	28.0%	17.8%	10.2%
Arts, Entertainment, and Recreation	3.2%	2.8%	0.3%
Accommodation and Food Services	4.3%	8.2%	-3.9%
Other Services (excluding Public Administration)	10.6%	2.9%	7.7%
Public Administration	5.1%	3.7%	1.4%

**Table 4.** Selected Observations. *Workers* of Towerside Compared To Nearby Areas

<b>Topic</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Manufacturing	15.8%	3.9%	4.0%	10.4%
Educational Services	2.8%	13.3%	10.2%	9.1%
Health Care and Social Assistance	28.0%	18.2%	24.6%	15.6%
Other Services (excluding Public Administration)	10.6%	3.2%	4.1%	3.4%
Female	60.1%	53.1%	54.9%	50.7%

**Table 5.** Selected Observations. *Residents* of Towerside Compared To Nearby Areas

<b>Topic</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Educational Services	22.7%	11.2%	10.6%	9.1%
Manufacturing	4.8%	6.1%	8.5%	10.4%
White Alone	59.2%	74.2%	65.2%	82.0%
Age 29 or younger	42.7%	29.3%	28.7%	23.8%

### c. Enterprise Inventory

As part of our analysis, we created an inventory of nearly all the enterprises in Towerside. Our approach to creating this inventory was simply to walk from building-to-building recording current occupants and commercial tenants. This was done primarily by taking a picture of monument signs that list employers and with additional guidance/confirmation from Google Maps. The final count is 103 enterprises with 3,520 employees, and 19 enterprises where we were unable to acquire employment data. Moreover, the inventory is incomplete as we were unable to acquire a list of tenants for the Court International Building/Case and the University Park Plaza. The full list can be found in the Appendix\*. The following tables show the employer and industry breakdown of the inventory.

Table 6 shows that Fraser, a non-profit organization that helps people with Autism, is the largest employer in Towerside, employing 600 people. The table also shows that Towerside's largest seven employers are all in different industries. Table 7 shows that non-profit /social service enterprises are Towerside's largest industry (~850 workers) followed by healthcare (~534 employees) and media (~440 employees)

If diversifying the tax base was the goal, Towerside is in a terrific position, however, Towerside has expressed interest to us in having a clear specialization. Currently, nonprofit/social service organizations are the area's closest thing to an “anchor” industry which comes with both pros and cons. These organizations can draw in positive attention, highly-educated people, and are usually engaged in morally “good” activities. However, these organizations don't pay as well as other industries and are not usually financially able to give out donations of their own to other non-profit organizations. This can be an obstacle for Towerside which is looking for other partners in its vision for the district. Moreover, Fraser makes up about 75% of employment in this industry, once again highlighting that Towerside doesn't have a single industry that is a clear leader or cluster.

A positive finding of this business inventory for Towerside is that almost all of Towerside's major employers are not in the nonprofit/social service sector which provides Towerside with a list of available options of enterprises to potentially partner with to support their vision and mission. This becomes an even bigger area of opportunity when considering that Towerside is only currently publicly partnering with three of the ten largest employers (UEL, Surly, and M Health Fairview by extension of the University).

**Table 6.** Towerside’s Largest Enterprises

<b>Enterprise Name</b>	<b>Number of Employees</b>	<b>Industry</b>
Fraser	600	Non-Profit / Social Services
KSTP and Hubbard Entities	400	Media
UEL	350	Medical Technology
Kimley Horn	190	Professional Services
Surly Brewing Co	170	Brewing
Best Care Home Health Care	150	Healthcare
Impressions Inc	150	Manufacturing
HealthPartners Health Center for Women	142	Healthcare
North Star Resource Group	110	Professional Services
Fresh Thyme	80	Grocery
USPS	68	Other
Days Hotel	60	Hospitality
M Health Fairview Children's Clinic	55	Healthcare
Rainbow Health Minnesota	50	Healthcare
Minnesota Endoscopy	48	Healthcare
MSP Communications	40	Media

**Table 7.** Towerside Enterprises by Industry

<b>Industry</b>	<b>Number of Enterprises</b>	<b>Estimated Employees</b>
Nonprofit / Social Services	18	841
Healthcare	16	534
Media	2	440
Professional Services	11	394
Medical Technology	3	382
Manufacturing	6	193
Brewing	1	170
Other	8	134
Restaurants	12	115
Hospitality	4	81
Grocery	1	80
Wholesales / Warehousing	3	38
Real Estate	1	31
Bank	5	26
Recreation	2	16
Retail	3	15
Child Care	1	12
Gas Station	2	9
Car Repair	3	7
School	1	2

## **IV. Recommendations**

To conclude this report, our findings have been synthesized into three primary areas of opportunity for Towerside to consider implementing task forces around. These opportunities include (1) community engagement, (2) creative use of existing space and (3) institutional business partnerships. These task forces are meant to be specifically addressing a problem identified in our findings, and yet flexible in determining the best solution. While Towerside has

many many excellent opportunities in the near future, challenges will be numerous, some of them being prioritization of projects and inclusion of all the community feedback and research conclusions coming forward. Therefore the opportunities we've identified here are grounded explicitly in the exploratory economic research and community survey work presented previously.

### **a. Community Engagement Task Force**

From the community survey, our team was able to better understand the perspectives of 96 individuals who live, work and/or visit the Towerside district. Since our survey could not be randomly distributed, we got a convenient sample primarily of a young transient student/renter population. Thus the survey results represent merely a slice of the entire community this organization serves. For example, the neighborhoods surrounding Towerside like Prospect Park were not targeted in the survey distribution. This community and community organizations need to be engaged more collaboratively. Additionally, the Asian and African American populations were underrepresented in comparing the survey respondents to the general census population data. A more strategic, targeted survey for engaging those communities will be an essential next step. These examples highlight the need for more, well resourced, organized, and intentional community outreach and engagement work. The success of many projects depends on collaboration across institutions, across sectors, and across community groups. Therefore, our team recommends that the Towerside board form a diverse community engagement task force, dedicated to continuing the engagement work in new and creative ways while bringing together various stakeholders and community members. This engagement work could begin with basic outreach, and then evolve into a more permanent communication network, where problems/solutions are discussed, plans are hatched and progress is made. Making direct connections with other community groups and doing more targeted outreach would be an impactful next step for this task force.

### **b. Creative Use of Space Task Force**

One of the findings of our parcel analysis is that Towerside is spatially constrained. Using our (Re)Development potential map, we found that only 11.5% of the total parcel acreage (or about 40 acres) of Towerside is highly developable, and it is split among dozens of owners across the District. Towerside should think of creative ways to use existing space and vacancies to capture as many opportunities as they can.

This task force should engage developers with the Towerside Parcel Web Application. A great asset of the Towerside Board is the connections they have with developers, people in real estate, and large corporations. Having data on hand can be a great tool for getting developers, site-selectors, and others to take a closer look at locations in the district. This application features all the maps that we created above, the ability to measure on the map, draw on the map, and the

ability to search the map by address. It also has all the underlying data we pulled from Hennepin and Ramsey county as a way for individuals to look through whatever information they find most interesting. Although this won't necessarily spark new development overnight, interested parties can play around with the map and may be willing to investigate specific properties in Towerside more closely. The Web App can be found at <https://z.umn.edu/towerside-webapp>, and a tutorial for using the Web App can be found at <https://z.umn.edu/towerside-webapptutorial>.

This task force should work to fill ground floor commercial vacancies. These are great opportunities given the spatial constraints of Towerside and the apparent need/demand for amenities like creative spaces, art centers, cultural institutions, cafe's and shops. Our group found six ground floor commercial vacancies in Towerside currently. These vacancies are not unique to Towerside and have been a reported problem not only in the Twin Cities but around the country. Property-owners frequently complain that they are having a difficult time filling these spaces, however, it is unclear if the vacancies in Towerside are due to regulatory issues or simply a lack of market-demand. On the regulatory side, the six vacancies are split across three different zoning districts, two in Minneapolis and one in Saint Paul. In Minneapolis, two of the vacancies are in an Office residential zone (OR3) and two are in a High Density Commercial Zone (C3A). OR3 is more restrictive about the types of businesses permitted than C3A but ultimately, both allow for a good amount of uses. In Saint Paul, both vacancies fall under the High-Density Traditional Neighborhood Zone (T4) which appears to allow for more business uses than either of the districts in Minneapolis. Our group was unable to identify regulation as the reason for why these vacancies were not filled, but consistency across zoning could be a step to simplify it for interested businesses and/or asking the cities for an easy to use fact-sheet about what is allowed. Moreover, this task force should contact the owners/tenants of these spaces to figure what Towerside can best do to advocate for them.

### **c. Institutional Business Partnerships Task Force**

In addition to the spatial constraints found in our parcel analysis, our business and employment inventory found that Towerside is failing to adequately engage existing businesses in the District as well as its neighboring institutions. As such a task force focused on building collaborative relationships is crucial to guiding future development and finding new partners for the board who can provide access to needed financial resources.

This task force should target the largest employers in the district. Towerside is currently only publicly partnering with three of the largest employers in the District. These businesses that Towerside has not engaged yet can be critical partners to providing additional perspectives on the vision for the District, providing financial support for Towerside's Board to conduct its work, and otherwise have a mutually beneficial relationship if Towerside's District-wide planning efforts provide tangible benefits to their employees. We strongly suggest that this task force

arrange meetings with leaders from these businesses to learn more about them, whom they serve, where their interests overlap, and what shared concerns they may have.

This task force should continue to build Towersides' relationship with the University. Towerside can continue to build its relationship with the University by doing projects like this with University students which raises awareness and keeps Towerside on the University's radar. Moreover, Towerside should continue to strengthen ties with the University's real estate department which will be controlling the destiny of the northwestern portion of Towerside as they own almost all of it. By sharing data on the community, the LEHD data, etc., Towerisde can work to influence some of the University's plans to match local needs and wants.

This task force should strengthen the strategic partnership with the Creative Enterprise Zone (CEZ). The CEZ is a St. Paul-based nonprofit organization established in 2009 to ensure that the creative atmosphere of the area is preserved throughout the ongoing redevelopment of the area. Their work involves community building, environmental and cultural preservation, and economic growth opportunities. On the surface, they seem to be a mirror image of the TID organization, across the border between St. Paul and Minneapolis.

To understand the relationship between these two overlapping non-profits better, we investigated their 990 tax forms which provide very general information on their revenues and expenditures. After investigation, we found that the two groups have comparable financial capacity and would not risk one "swallowing" the other. It is also important to note that a partnership with the CEZ provides a few key benefits to Towerside. First, the CEZ has more detailed and put together real-estate services on their website. Towerside could take advantage of this built-in web application to better showcase their own available space. The CEZ also has connections with and resources for people who work in creative spaces and industries, something both the Towerside board and the residents surveyed expressed interest in. Lastly, the CEZ is an Opportunity Zone which is a federal tax classification that allows for non-taxable returns on investment in the area. Towerside would have an uphill battle competing with the CEZ as such, so partnering with them to build the most robust district possible is truly in their best interest.

This task force should engage the owners of the Case and Court International Buildings. Our economic and enterprise analysis revealed that these two buildings are major employment centers in the District. After investigating their website, it seems they have little awareness of Towerside or at the least, do not identify Towerside as a perk or partner in the area. These buildings and their surrounding environments are good opportunities for implementing mutually beneficial development projects and increasing Towerside's exposure to both individual workers and to new companies that come into the District. Moreover, the tenants of these buildings, although we were unable to record them all, appear to be primarily in the professional services industry cluster, an area of employment that brings the District's employment opportunities closer to the skills of the current residents. Lastly, as these buildings are in the overlapping area

between the CEZ and Towerside, it could present an additional opportunity to strengthen the collaborative relationship between all of these organizations.

## **V. Acknowledgements**

Our capstone team is incredibly thankful for a number of people who helped guide and support us throughout the course of this semester-long project. We'd like to thank:

- Professor Greg Lindsey for being our capstone advisor, for supporting our work and for contributing his expertise to help us make this project the best it could be.
- Sarah Tschida from Resilient Communities Project for coordinating meetings, and providing unending support and resources for our team
- Sabina Saksena and Richard Gilyard for being our clients and providing direction and resources for us to carry out our work
- Metric Giles, Gloria Jeff, and Diane Rucker for providing important feedback during our team's first presentation run-through
- Market at Malcolm Yards for hosting our final presentation given on May 9, 2022
- All of the businesses in Towerside that helped promote our survey and put it up in their building

## VI. Appendix

**Table A1 - Full List of Survey Questions including Question Type and Response Options**

QUESTION NUMBER	QUESTION TYPE	QUESTION	RESPONSE OPTIONS
Q1	Multiple Choice	I consent to have my answers to this survey used by UMN researchers to inform potential future development of the Towerside Innovation District.	- I consent
Q2	Multiple Choice	Which of the following best describes your relationship with the Towerside Innovation District? - Select all that apply.	- I rent in the area - I own a home in the area - I spend leisure time in the area - I work in the area - I commute through the area - Other
Q3	Multiple Choice	Before taking this survey, were you familiar with the name "Towerside Innovation District"?	- Yes - Maybe - No
Q4	Open Ended	[If answered "yes" or "maybe" to Q3]: How did you learn about and/or what do you know about the Towerside Innovation District?	
Q5	Likert Scale Matrix Table	How satisfied are you with the following elements in the Towerside Innovation District? - Availability of housing - Affordability of housing - Job opportunities - Transportation options - Walkability - Parks and green spaces - Availability of amenities (restaurants, shopping, recreation, etc.) - Affordability of amenities (restaurants, shopping, recreation, etc.) - Government services (health care, etc.) - Public safety - Sense of community - Entertainment and nightlife - Childcare (K-12 schools, daycare facilities, etc.) - Places of Worship	- Extremely satisfied - Somewhat satisfied - Neither satisfied nor dissatisfied - Somewhat dissatisfied - Extremely dissatisfied

Q6	Open Ended	Please elaborate on your answers to Q5 - why are you satisfied or dissatisfied with any of the above elements?	
Q7	Likert Scale Matrix Table	How important to you are the following elements in the Towerside Innovation District? <ul style="list-style-type: none"> <li>- Availability of housing</li> <li>- Affordability of housing</li> <li>- Job opportunities</li> <li>- Transportation options</li> <li>- Walkability</li> <li>- Parks and green spaces</li> <li>- Availability of amenities (restaurants, shopping, recreation, etc.)</li> <li>- Affordability of amenities (restaurants, shopping, recreation, etc.)</li> <li>- Government services (health care, etc.)</li> <li>- Public safety</li> <li>- Sense of community</li> <li>- Entertainment and nightlife</li> <li>- Childcare (K-12 schools, daycare facilities, etc.)</li> <li>- Places of Worship</li> </ul>	<ul style="list-style-type: none"> <li>- Extremely important</li> <li>- Very important</li> <li>- Moderately important</li> <li>- Slightly important</li> <li>- Not at all important</li> </ul>
Q8	Open Ended	Please elaborate on your answers to Q7 - why do you think any of the above elements are important or not?	
Q9	Likert Scale Matrix Table	How often do you engage in the following activities in the Towerside Innovation District? <ul style="list-style-type: none"> <li>- Go to restaurants/breweries</li> <li>- Commute/travel in and around the area</li> <li>- Attend community events in the area (worship services, events at local businesses, etc.)</li> <li>- Spend time in parks and green space</li> </ul>	<ul style="list-style-type: none"> <li>- Daily</li> <li>- Weekly</li> <li>- Monthly</li> <li>- A few times a year</li> <li>- Yearly</li> <li>- Never</li> </ul>
Q10	Open ended	If you participate in community events in Towerside, please describe the nature of those events.	
Q11	Multiple choice	What is your preferred mode(s) of transportation to get to and from activities in the Towerside Innovation District? (e.g. work, shopping, restaurants, etc.) Please select any that apply.	<ul style="list-style-type: none"> <li>- Personal vehicle</li> <li>- Carpool</li> <li>- Uber/Lyft/Rideshare</li> <li>- Bus</li> <li>- Light rail</li> <li>- Bike</li> <li>- Walk</li> <li>- Other</li> </ul>

Q12	Open ended	What do you like most about the Towerside Innovation District?	
Q13	Open ended	In what way(s) do you feel the Towerside Innovation District could be improved?	
Q14	Open ended	If you were moving in ten years, what new developments in the Towerside Innovation District would attract you to living in this location?	
Q15	Multiple Choice	What types of employment opportunities and industries would you like to see grow in the Towerside Innovation District? Please select all that apply.	<ul style="list-style-type: none"> <li>- Urban agriculture</li> <li>- Utilities</li> <li>- Construction</li> <li>- Traditional industry (wholesale, manufacturing, warehousing)</li> <li>- Retail</li> <li>- Information (e.g. computer science)</li> <li>- Finance and insurance</li> <li>- Real estate and rental leasing</li> <li>- Waste management and remediation</li> <li>- Education</li> <li>- Medical technology</li> <li>- Food service and hospitality</li> <li>- Public administration</li> <li>- Creative economy jobs (design, art, music)</li> <li>- Biotechnology</li> <li>- Gig economy</li> <li>- Clean and Green technology</li> <li>- Other</li> </ul>
Q16	Open ended	Is there anything else you'd like to tell us about yourself and/or your relationship with the Towerside Innovation District?	
Q17	Multiple choice	What is your age?	<ul style="list-style-type: none"> <li>- 0-9</li> <li>- 10-19</li> <li>- 20-29</li> <li>- 30-39</li> </ul>

			<ul style="list-style-type: none"> <li>- 40-49</li> <li>- 50-59</li> <li>- 60-69</li> <li>- 70-79</li> <li>- 80 and above</li> <li>- Prefer not to answer</li> </ul>
Q18	Multiple choice	Which of the following describes how you identify? Please select all that apply.	<ul style="list-style-type: none"> <li>- White</li> <li>- Black or African American</li> <li>- American Indian or Alaska Native</li> <li>- Asian</li> <li>- Native Hawaiian or Pacific Islander</li> <li>- Hispanic/Latino</li> <li>- Other</li> <li>- Prefer not to answer</li> </ul>
Q19	Multiple choice	What is your gender?	<ul style="list-style-type: none"> <li>- Male</li> <li>- Female</li> <li>- Third gender/ non-binary</li> <li>- Prefer not to answer</li> </ul>
Q20	Multiple choice	What is your highest level of educational attainment?	<ul style="list-style-type: none"> <li>- Less than high school</li> <li>- High school graduate</li> <li>- Some college, no degree,</li> <li>- Associates degree</li> <li>- Bachelor's degree</li> <li>- Professional or graduate degree</li> <li>- Prefer not to answer</li> </ul>
Q21	Multiple choice	What is your annual income?	<ul style="list-style-type: none"> <li>- Less than \$10,000</li> <li>- \$10,000-\$14,999</li> <li>- \$15,000-\$24,999</li> <li>- \$25,000-\$34,999</li> <li>- \$35,000-\$49,999</li> <li>- \$50,000-\$74,999</li> <li>- \$75,000-\$99,999</li> <li>- \$100,000-\$149,999</li> <li>- \$150,000-\$199,999</li> <li>- More than \$200,000</li> <li>- Prefer not to answer</li> </ul>
Q22	Multiple choice	What is your current work status?	<ul style="list-style-type: none"> <li>- Employed full time</li> <li>- Employed part time</li> <li>- Unemployed</li> </ul>

			<ul style="list-style-type: none"><li>- Not in labor force</li><li>- Other</li><li>- Prefer not to answer</li></ul>
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**Table A2 - Repository of All Open Ended Question Responses**

<b>Q4: How did you learn about and/or what do you know about the "Towerside Innovation District"?</b>
I learned about Towerside shortly after I moved in when the properties north of university were being proposed. Towerside has never tried to engage with residents north of university. I do not trust any of them to keep my best interest, as a property owner in mind.
Through the Prospect Park Association
I live nearby and grew up in prospect park
i used to skateboard there and do spray paint art but they ruined the spot
Word of mouth
Planned development with environmental care
Cant remember
Flyer at work
Neighborhood meetings. My understanding is that it is a conglomeration of business owners in the area who try to coordinate development projects.
malcom yards posts on social
Learned about it through events hosted during Twin Cities Startup Week in 2018. I'm very familiar with it through my work at UEL.
Googling the area - seems like it was slated to be a research hub for the U and the name stuck.
I run a company at UEL and am a UEL Board Member, so we discuss TID frequently.
Read an article in the MSP business journal.
I serve on its Board of Directors
<b>Q6: Please elaborate on your answers to Q5 - why are you satisfied or dissatisfied with any of the above elements?</b>
Check out the Towerside Board of Directors. I don't trust Towerside.
Safety from metro is biggest concern. Really see an impact of it progressively getting worse over last two years. Lots of issues with homeless and crime in apartments and retail spaces. I have had my car broken into multiple times and multiple bikes stolen from me personally. (All were very secure) Really enjoy surly, Malcom yards and the distillery. Would love some more places to eat/nightlife. A park/dog park would be nice especially if there were winter activities such as ice skating or something nearby.
I am content with this area, or pleased by it.

<p>This area has come a long way in the last few years and i am excited to see it grow even more. Just need to work on transportation efforts and make it easier to commute around.</p>
<p>Not enough green spaces and it's unpleasant to walk in this area</p>
<p>I think that Fresh Thyme and Malcolm Yards stand out as locations I would use to describe this area, other than my workplace those are the areas I frequent the most when I come here.</p>
<p>Having the green line through the center of the district seems like a positive however, the green line has become unsafe and has presented issues for apartments living in the area. The area which is past surly brewing company towards highway 280 is unsafe to walk during the day or night if you are alone. The area has many run down abandoned buildings.</p>
<p>i want my skatepark back- i spent all my time there and have so many good memories and now it's just apartments- i know about 30 other kids that really want a skatepark but have nowhere to go</p>
<p>Availability and affordability housing has increased significantly despite the rent cap. Transportation options are very good in this region (light rail mainly) but could use more bike rent stations. Public safety has been bad due to numerous vehicle break ins and burglaries. Nightlife can be improved, currently the only nightlife comes from the Marketplace and Surely complex. Need a nightclub or dancing area. There are no shopping centers, and minimal restaurants.</p>
<p>I enjoy the neighborhood and feel safe but it is often dirty on the streets and public spaces are full of dog droppings</p>
<p>There are many industrial businesses, but few local places to eat that feel walkable. The availability of Surly and other areas is nice, but the presence of industrial buildings,, HWY280 and the busy nature of university avenue ultimately leave the area feeling unwalkable. There are many empty business side etc along university Ave that also leave the neighborhood feeling empty.</p>
<p>The area is really satisfactory. Better walk ability would be nice.</p>
<p>Radio station has just put up fencing, cutting off walking from st Paul side(specifically pavilion on berry area/territorial road) from the Minneapolis side: This has prevented st Paul residents from being able to access the only supermarket(fresh thyme)and the speedway without excessive walking. Access to walking to both transitway road and vertical endeavors climbing gym quite a long winding walk that is out of the way. Many buildings for lease, especially on university that would benefit from lower cost restaurants or fast food. There are undeveloped areas next to transitway, pavilion on berry, and single family houses that could potentially be turned into an area for a community garden. Malcom yard is a great addition to the neighborhood and I would like to see more improvements like this. My car was stolen off the street and police seemingly never investigated further even though cameras were around. Shady characters and homeless frequent the speedway, with an incident of the workers getting maced in the last 6 months for calling out someone for stealing. Prospect park seems well developed while the area across university seems neglected.</p>
<p>My main intrest is places to safely walk the area for leisure. I see graffiti and homeless tents around the bike paths.</p>
<p>The truck area off of the transitway smells terrible and can be smelled from a few blocks away. Otherwise it would just be nice to have more food and coffee options around all of the apartment buildings.</p>

<p>After living in the area for a year now I have come to love it. Close proximity to green line and fresh thyme foods has been great. As well as Malcom yards and surely brewing being so close it's a great spot. There are some spots that are still abandoned near Malcom yards and near the green line across from fresh thyme that could really use redevelopment.</p>
<p>Being able to take the green line to work everyday has been incredibly advantageous. However, I do wish there was more restaurants and shops close by. I often feel like I have to drive out of the area to go to events or go out.</p>
<p>i am not interested/aware in some of the categories (i dont have kids so no childcare)</p>
<p>I feel that my apartment is comparable in price to other areas in the city. I do get a decent amount of space for what I pay. The light rail running through the area provides ample transportation. I wish there were more things to do specifically in this area, like coffee shops, restaurants, or parks.</p>
<p>We love this area as a central location but it doesn't have most amenities itself. We commute out of this district for almost everything.</p>
<p>Housing is the big one. It is so expensive to live over here, even though it is really convenient for people who work/go to school off the light rail.</p>
<p>A lot of things aren't relevant, e.g. childcare, places of worship, and nightlife</p>
<p>I work in the area. I would like affordable food options within walking distance. I like the transportation options.</p>
<p>I don't live there, so I don't really have an opinion on any of this. I only rent a workspace there.</p>
<p>I do not have kids, do not work in the area, and often either stay in or pursue entertainment/leisure opportunities elsewhere</p>
<p>I love the direction this area is taking. I have lived here for 7 years and the changes are incredibly encouraging!</p>
<p>We are in desperate need of larger green spaces. There are limited, small parks. New housing going up is insanely expensive. Bike lane improvements have been great!</p>
<p>About Parks and Greenspaces-there can never be enough AND with so much open space north of university, there should be a dog park. About Sense of Community - We have several functioning community organizations. I'm surprised I did not hear about this through them. They should be a conduit of information from the U, not just papers hanging from telephone poles. About Walkability - There's always room for improvement. The intersection of Malcolm and Orlin is missing a crosswalk between the church and the park. Also more friendly walking spaces north of University. I'd suggest a neighborhood forum since this survey is difficult to make comments on using a phone.</p>
<p>This area has become incredibly gentrified. The fact that more and more unaffordable giant apartments keep going up is really disappointing. Pushing people out. What little affordable housing is left seems threatened. Surly sucks and Malcolm Yards sucls. No more damn white millennial breweries please.</p>
<p>The area I live in is mostly just housing which makes shopping and recreation a chore</p>
<p>Survey is kinda long so let me just say that given the extraordinary racial and income inequity in Twin</p>

Cities housing, I suggest asking the low-income people of color living in this area what they want done with their own housing. It's unfortunate that your map does not identify public housing in the area. Given that omission, respondents will be unaware they are suggesting what to do with an area where low income people of color already live. For myself, I'd advise advocating for and creating housing and land trusts, continuing to advocate for "green" buildings and energy sources and listening to and supporting public housing residents. Thanks!

The few jobs added with development along 4th Street SE (food service, grocery store, hotel workers) do not pay enough for people to live in the area (e.g. The Link, Green on 4th). There's only 1 new affordable housing development, so very few people can live AND work in the area. And north of University Ave, there's very little green space for the number of people and families who live in the high density housing. Green space south of University is inaccessible due to traffic, light rail, etc.

The housing units that are available are either high end, high rent units that 80% of the people living and working in this area cannot afford, or they are low income units owned and operated mainly by Dominion. Dominion has taken all the capacity for lower income housing for its own profit. There are very few restaurants and no family-owned restaurants in the area. I'm fine with no additional bars, they only cause problems when people are drunk and stupid; the U of M has plenty of bars for students to get stupid at. The neighborhood is very walkable, and I feel safe here, except after sports events and when the bars close for the night and those who drank too much are out slopping around. The number 16 bus used to go between both downtowns and stopped every other block, while it no longer needs to be running every 10 minutes, it should still run its entire original route as the train only stops every couple miles and if you want something in between you've got a long walk to get there - it's pathetic that it now stops at Fairview. Fresh Thyme is the only grocery store in the area and they are not able to serve the actual population of the area. Small Business Enterprise Zone would help micro- and small businesses get some much needed capital assistance in the area and provide jobs. A formal contract with MCCD, NSC, and other such organizations would also assist those with low income get business capital. A heavier concentration of higher-paying jobs would be great; and can be achieved by making the area a Green Energy and Green Yard Zone. Solar Panels and Wind Turbines on EVERY roof and Storage Batteries in EVERY building, Geothermal Heat Pumps in EVERY building, Zero Waste Programs, Public Composting Sites - bring 5 pounds of compostable material and receive 5 pounds of composted organic material for your garden or lawn or houseplants. Lift up young artists by contracting for murals that express the values and dreams of the area and those who live and work here. Community Gardening at apartment complexes rather than resource wasting pools and concrete "dog parks". There are limited parks for young adults and adults - green spaces where teens and/or adults can go where there are no small children. Places of worship for non-traditional spiritual practices that can also be used for community healing centers (energy healing, meditation, art and music therapy, dance and movement therapy, etc.). More services for Career Transition Training Programs in primary languages, a Government Benefits Office that has Federal, State, and both Counties right there in one place would be helpful, this area has a larger percentage of its population on public benefits and having a place where we can go to sign up for, maintain, and be referred to services, and a place where we can safely meet with case workers - especially for those who are "unsheltered" is necessary. There are a large number of empty retail buildings that should be converted to shelters for those without shelter instead of creating tent cities and all the public safety issues that go along with those tent cities. Creating these services, businesses, green spaces, places of worship and healing will create a sense of community that is missing as the population tends to be very transient - students, apartments, low income housing, high-end rentals, and unsheltered individuals cause the population to shift a great deal. Creating a sense of home and a sense of all being welcome, honored, respected, and wanted will alter the pattern and people will want to stay put.

I bus to work and walk the last half mile there. My walk route goes directly over highway 280. The

intersections I walk through next to 280 feel somewhat uncomfortable with the aggressiveness of some drivers, abundance of tailpipe emissions, and many large heavy duty trucks.
I'm retired so my needs aren't great.
I represent a business, so this is not a personal response
Housing is too expensive. I make about 20k a year from a university appointment, and at 1k per month for an old studio with low quality appliances, I'm spending over half my income on rent. The green line provides good east-west transit, but there are few bus connections north-south to nearby neighborhoods.
Development of multi-family and high density housing has taken place, but the amenities nearby haven't kept pace with it. I'd also like to see more walkability on University, and more small, local businesses able to be present. And green space - SO needed in this urban district.
This area lost a great opportunity for mixed use housing and as a result things are very spread out. The region is still car centric and actively discourages pedestrians and bikers. Those which I am dissatisfied about stem from these points.
My greatest concern as a business leader is crime. We may relocate due to employee safety issues.
work in the area- not a lot of dining options other than student and fast food. crime in areas close by is high
It's still very industrial, but the new restaruants over the last few years is a huge improvement to the area. I work in the area so I have no opinion on livability per se or prices. I'm not sure on daycares, but I'd like to see more, might make it easier to have the kid close to work for drop off
Large area and tough to walk. Bike infrastructure is weak. New development has been great for food, drink, and entertainment options. Area could be better connected to other parts of Minneapolis and St Paul.
Categories for which I responded "Neither..." are elements I am not familiar with in this area, because I work here, but I live in South Minneapolis. Safety has been a problem in our area, including with damage to vehicles in the parking lot and thefts in our building. There are also a lot of transiently homed people living along the transitway, under the 280 bridge and near the train tracks in this area. Not sure what changes could help with that; perhaps improved lighting/pathways and hardscapes that discourage residency...
Would like to see more retail business in Towerside
great area to live close to everything me and my family need
Because there's so many things to do in this area
Towerside has tremendous potential, but political leaders are missing the value of all Towerside could do to serve as a model for building community
It's an urban jungle for the most part. Ugly buildings and huge parking lots. Would like to see lots more parks and areas to just hang out around here. Also!! We need a better grocery store!! At least one that has normal ass food rather than a bunch of random test marketed health food junk.

**Q8: Please elaborate on your answers to Q7 - why do you think any of the above elements are important or not?**

Livability is important. We need to invest in our living spaces.

I either feel they're important to me, or should be important in general

I work in the area so am more interested in nice safe peaceful outdoor space.

The vibe and audience that surly, malcom yards and the distillery cater to is unfortunately combined to that one area. These types of venues should be spread all across the district. Having these businesses drives young business professionals into the area. Most of the area is brown and run down , creating green spaces and vibrant businesses will help bring life back to this area of Minneapolis and St. Paul. I think by updating the area we also can alleviate some of the safety concerns this area presents

More density without the fun is NO FUN! The city needs to help the business out to bring more variety of businesses to the area.

I care about my safety and also the public parks as I have a dog. I dislike when I am unable to use public amenities due to safety and poor care of the areas

I do not participate in the school system or worship. I believe they with the Green line there is great access to downtown Minneapolis and Saint Paul for jobs

I hope the area can connect prospect park and st Anthony park and also fill the void of missing amenities as stated

As a student living in the area my main concerns are transportation, safety, and affordability.

I don't have kids and i am not religious.

My husband and I do not have kids so childcare is not important however I wish there were more affordable shopping and groceries.

i want a costco 1 block away from me for cheap hot dogs and the chicken thing it is so delicious

I want to live in a safe area with things to do that is adorable to live in.

Commuting is super easy which is why we live in this area.

Again, some are more relevant than others. Housing affordability is super important because I rent here

These are the things that are important or not important to me specifically. I have no need for childcare as I do not have children, nor do I need a place of worship as I am nonreligious

More green always means more community and knowing your neighbors. MORE AFFORDABLE

Of course they are important. But we can go places for some things...

I personally dont have children or enjoy being outside so the accessibility of those two factors dont pertain to me. Though i do wish i didnt have to drive to far to get shopping done

Towerside used to be a good mix of families, students, retirees, etc. But with the increased focus on expensive, high density housing and nightlife establishments, the goal seems to be to create another Uptown - lack of community, high crime, expensive, few families, etc. This is the direction Towerside is going and it will drive families and retirees away.
Safety, transportation and a sense of community will keep the area growing and expanding as more people learn about it and become interested. Having entertainment or shopping is great, but without a safe community with various transport options the area will end up being just a lesser version of uptown.
Green spaces, public safety, and walkability help determine whether people pass through the district, or whether they stay and contribute to local businesses.
It is important to have a community that is vibrant and has people out on the streets engaging with shopowners and neighbors. That is sorely lacking because there is hardly anything to do out - - who wants to sit at a café that is buffeted by cars going 45 mph?
working in area it would be nice to have green space, restaurants to walk to and feel safe doing it
because all the elements are important for us that have kids now days
Because these shops and parks are very important to many people likes us that lives in this area
To have a thriving community, all these elements are vital.
I want a place where I can just exist and live comfortably. Don't need much else beyond that.
<b>Q10: If you participate in community events in the Towerside Innovation District, please describe the nature of those events</b>
Outside with neighbors and friends. Surly's concerts, neighborhood meetings and gatherings, walking and people watching.
Surly concerts.
the ice cream social is one, and fire and ice, and that's kind of it
Shopping at Freshtyme
Events held in social areas such as Surelys Brewery or related to UMN campus
Small gatherings at local breweries or stores
I briefly attended some police sponsored outreach event I think. It wasn't very interesting so I didn't stick around and I'm not entirely sure what the purpose was. Was hoping for free food.
Opening of the witch's hat
Looking forward to the community garden this summer since we never got to interact with it last summer. Our apartment also holds smaller events that i attend
I attend church in the area

There was a Christmas shop at the textile center?
I attend events at the local breweries and restaurants and shop at local businesses
Malcolm yards
Outside, block events
Trash pick ups, dog walking groups, roller blading group
By TID - do you mean in our neighborhoods? I walk, go to meetings, go to restaurants, drug store, classes, market, visit friends, use parks and playgrounds, church events.
Groceries, gas, walking, volunteering, watching sports
Prospect Park neighborhood meetings
With the pandemic, and being allergic to the vaccines, I don't participate in group activities; rather I go for walks with a friend or two, grab take out with a few well-known people, or just walk/ride my bike by the river or meditate by the river by myself. Other than that, I go to medical appointments, shop at the Seward or Wedge Co-ops, and use the buses and lightrail to get everywhere I go. I would like to see more public art, more theatrical performances in the parks, more music in the parks, where I can be outdoors, with a mask, and enjoy some social/artistic events. MN is well known for its theater, music, arts, and so forth, I wish it were more accessible to people with no or low income in safer outdoor venues.
Open Minneapolis, work functions at Malcolm yards
Local events held by the prospect park community association
Events at UEL, Events at Surly / Market at Malcolm Yards, events at Textile Center.
Events hosted by Vertical Endeavors and the Textile Center
I've attended events at vertical endeavors.
Events hosted by Surly - like movie and pizza night.
Mainly I get involved in events with the bouldering gym.
is peaceful for all of us get together and know about each other
Great meetings around this area
Generally related to Textile Center.
<b>Q12: What do you like most about the Towerside Innovation District?</b>
Community and walkability. Mixed generations of people. Diversity. Fresh Thyme.
The light rail and restaurants
The variety it brings to the community

The metro running through it, fresh thyme, Malcolm yards, textile center
Mix of green space, urban density and old building preservation.
Surly, Malcolm yards and the distillery
Well it used to be the skatepark, and all the space and freedom back there but now we are always getting yelled and kicked out
Food stores and restaurants in the area
Proximity to UMN
Safety and travel abilities
The area is conveniently located for public transit and car access to the twin cities. There area few select shops in the area that i love to frequent.
The transit options and the rent prices
The addition of fresh thyme and Malcolm yard. The housing is quite affordable. Vertical endeavors is a unique addition to my exercise routine. Access to the light rail is a major plus for the area. Skyline and witches tower is a beautiful sight to see in both day and night.
Walking paths and parks
The transitway is a fantastic path for walking the dog except for the truck area. The lightrail is also super convenient.
Walkability
I like being able to have everything in walking distance from my apartment because people here are horrible drivers.
I really like my apartment and it's it's accessibility to the light rail.
Quiet
i live there. i have a hot tub
I like the restaurants and breweries already in the area. I like the accessibility to transportation and the highway system.
It's proximity to both downtowns
It is actively being invested in to reuse the space for living, activities, business, etc
I love the light rail and accessibility of transportation.
Quiet in the housing areas with good access to transportation and shops (at least, the couple that are open)
Quiet, proximity to UMN

I feel safer here than I would in many other parts of Minneapolis/St. Paul, but the light rail stop is an area to remain extremely vigilant
That more businesses are being brought in and it is more of a place to spend time rather than just live
Cleanliness, relatively quiet, amenities
Sense of newness and nature
The prospect of amenities (e.g cafes, coffee shops, boutiques)
It is still holding on to pretty. There are some very unattractive glass and metal buildings that do not fit in with the neighborhood well. More buildings fitting the original architecture of Minneapolis and St. Paul and staying below 4 stories would be great. There is a lot of potential to make green spaces with some of the abandoned buildings.
Again, I don't know what Towerside Innovation District is! If you mean MY NEIGHBORHOOD just say that. IF you mean SE Mpls or the University area or whatever but new names don't communicate anything to me.
I don't know what it actually is, so I don't know what I like most
The reuse of obsolete industrial land
I love my neighborhood (Franklin Avenue/Highway 280 portion of St Anthony Park) because it is surrounded by the safest neighborhoods of Saint Paul and Minneapolis. I call my little pocket of home Saint Appolis for it safety, walkability, and availability of public transit. Most every place I go is within 5 miles of my home. However, 90-180 minute bus commutes to outerring suburbs make life very tough.
Central within the twin cities, being close to the lightrail
Close to where I live
The mix of housing and businesses along with mostly walkable streets. Also the reuse of older buildings when possible
Its proximity to the University
The potential. It's an urban district in the midst of revitalization.
Vertical Endeavors and the Textile Center
Location
Energy and focus on innovation and renewal
The new restaurants in the area.
SAfe
Thoughtful planning that has gone into it and the potential to be another great neighborhood in the metro. Vertical Endeavors is great. Really enjoy Surly and Malcom Yards developments. Connectivity to

downtowns via light rail and proximity to other amenities in the metro that are easily accessed by car.
Central location to the twin cities is a huge perk. I used to work in the area but don't any longer. I can still come back to my favorite restaurants and rock climb at vertical endeavors with ease.
Opportunities to have more retail
easy to get to anything you like
Great access to get to everything
It potential ...
I like the witch tower, I suppose? Not much else.
<b>Q13: In what way(s) do you feel the Towerside Innovation District could be improved?</b>
Transparency and community trust. Let's get wind and solar power. Let's be innovative and ground breaking. Take the plunge to green our earth.
more affordable, multifamily housing
Safety
Walkability and park space
Cleanliness and safety need to be addressed
Convert the grain silos to Gravity Storage for energy produced by solar/wind.
Better walk ability and green spaces
Security monitoring around the light rail
Recognize connection to St Anthony Park. Everything in the plans seems to treat hwy280 as the end of the world. There is an entire neighborhood here that Towerside seems to forget about. I've been walking between St Anthony park and tower hill for decades. I like what I see. But don't forget about us regarding neighborhood connectivity. We used to be connected before 280 severed us.
skatepark
The renovation and tower side innovation district seemed to stop at surly. Everything from surly towards highway 280 is untouched. Many business are closed and the buildings remain abandoned. Getting rid of these old buildings and replacing them with new vibrant restaurants, shops and green spaces would drastically increase both the curb appeal and value of the district.
Need more retailers to the area to create a lively area of things to do but also need more technical innovative businesses as well.
1) Aesthetically the businesses on University Ave. need repainting. 2) Improving shopping options such as thrift store in shopping plaza next to Tea House. 3) Include different kinds of social environments other than breweries such as live music/comedy venue.

More attention to public spaces so that they are better taken care of
Better walkability around and across 280 and university. University Ave (and subsequent industrial businesses) feel as though the neighborhood is cut in two, and the two halves are not connected.
Better walk ability
Walkability, More restaurants, a community garden, the area around Malcolm yard could benefit with a native growth park that both seniors in pillars of prospect park and residents of the area could greatly benefit from(especially those that own dogs.)
Clean up and make safer
More eating options and general cleanliness.
More shops along university near the witch's hat & Great Brakes area. There's tons of empty storefronts, like where Wells Fargo and the pharmacy used to be
Some areas need redevelopment still and more restaurants and shops would be nice. I'd love a coffee shop that isn't Starbucks or Caribou and some places to eat that aren't just Chinese food
Add more shopping, boutiques, coffee places, in general more places to hang out
Easier crosswalks more access to light rail
more cool stuff. idk maybe a starbucks or a chick fil a more nearby or something. a cool park or lake to go kayaking
I feel like the safety of the area is concerning. I wish there were more things to do in the area.
More amenities in the area specifically grocery stores, restaurants, green spaces, and improved school districts as well as better public safety.
Clear out even more of the dilapidated buildings and old silos
More affordable housing; less luxury housing. I want just a normal, reasonably priced apartment that allows me to work in the city and live within my means.
Greater walkability and more green spaces
Lots of closed businesses, probably from covid - would be nice if there were new places in those spots
More parks and green spaces, coffee shops
As a renter I know that rents are increasing in my building and many others. Working to ensure that students and former students from UMN can afford to be in this area I think is something that's very important. As a recent graduate it has been nice to stay near friends who are still in school, while being in a much nicer place than what could be found in perhaps Como or Dinkytown. However it is very likely that we will move when our lease is done as rent will likely be too high.
More green spaces and parks

Green space, more shops
More eateries/ restaurants
More retail/ fewer empty store fronts
MORE GREEN. More affordable with more shops/stores that are local and service the local tenants. Ex. pet store
Work through the neighborhood groups. Don't pretend to represent the whole community.
explain what it specifically is and what it is about
Retain a mix of residents - don't drive away families and retirees with increased nightlife development and high end expensive housing.
Safer community
More green space and bike paths, more locally owned restaurants
I would like more green spaces to help compensate for the industrialization of the area, helping to absorb some of the air pollution.
Need more mom and pop service businesses
Signage was a little confusing in some areas when driving, and some areas tend to accumulate trash which reduces the appeal of walking as well as overall neighborhood appearance
Better public transit
Communication, community building and outreach, and support for the TID team so that they can help with each of these.
Less cars, more pedestrians, and more business selling basic amenities, such as pharmacies, barbershops, groceries, cafes, etc.
Get crime under control
It would be great to have more food options and safety at night is an ongoing concern
Green spaces
Faster light rail service.
It could be a destination neighborhood in the Twin Cities if there were more amenities like parks and walking areas as well as additional business developments. It should be much easier and safer to get around on bike.
Better sidewalks and walkability would be nice. The streets in the area are fragmented so sometimes there is no direct route to your destination. Access to affordable restaurants would be nice.
More retail and a safer neighbourhood

no way everything is okay
It needs a clearer vision. I don't think the community really understands what it is about.
First priority - get some green areas in here. Tearing down the KSTP building and some of the random hardly-used buildings around and making parks would be great. Second, more affordable housing. Finally, a normal grocery store (Hy-Vee type shit).
<b>Q14: If you were moving in ten years, what new developments in the Towerside Innovation District would attract you to living in this location?</b>
I'm not sure, maybe a bridge over the railroad tracks so we can better access NE Mpls.
affordable, safe housing. close and affordable grocery stores and restaurants
More nightlife
More parks/green space
Nothing other than safely
Greener Energy
Green spaces and walk ability
New restaurants, maybe movie theater or event venues to go to with friends
I already live within a stones through and support the retail businesses. More park and free space for hanging out would be good.
Condos, home ownership
Breweries, shops, grocery store, walking paths , green spaces, an area where I can feel safe walking alone
the transportation availability and stores
None
Public amenities and larger parks mixed with new housing developments such as condos. There are too many luxury apartments that are overpriced
More "residential businesses" (restaurants, coffee shops, etc.) Amongst the industrial locals
More parks
Childcare, focus on natural areas and parks, breakfast diner/restaurant, sports recreation, an area in which children/teens could enjoy recreation and/or shopping.
Nothing
Affordable housing

Coffee shops. Some greenery/park development by the transitway would be fantastic too.
Restaurants & cafes
A shopping center and a better grocery store
Affordable housing
Parks, new businesses
Improved school districts and public safety.
Affordable housing with convenient placement next to amenities as well as easy access to get around
More parks/child friendly spaces in 10 years. Right now, I see this area as transient housing for students, so I would not live here.
Green spaces and affordable shopping
Parks, transport, coffee shops
For myself personally I hope to be in the suburbs in 10 years as I want extra space to raise a family. However if that was not the case, I believe that plenty of economic opportunities would be paramount as it could mean that I could walk to work. Either that, or ensuring high quality reasonably priced housing. I understand that higher quality apartments need to be priced higher, and should be, but this area should be affordable for people making ~\$40k/year
More green spaces and landscaping
Green space more shops
Affordable housing, community feels, and availability of eateries/drinks
Walkable, safe, affordable
More parks and bigger bike lanes. Affordable homes. (under 400,000)
Safety, schools, amenities, and green play spaces.
good neighbors, things to do, feeling safe, able to get places
I already live in the area. But better walkability/bikeability would keep me interested in staying in the area. The public transportation is also not geared toward people who live in the area, but instead geared toward people traveling through the area to sports events or work in one of the downtowns. It would be helpful to have more local, frequent stops on a bus route. Currently, it makes no sense to pay for a light rail ride from Prospect Park to Stadium Village, for example. But it's far to walk in the winter. So we end up driving.
More coffee shops, restaurants, some shopping areas, affordable housing (both rent and purchasing)
Modern but affordable housing, community feel with lots of walkable food and entertainment options
Safe biking and walking paths, adjacent to public transit, that felt welcoming, rather than industrial.

The ability to do all of my weekly shopping (groceries, pharmacy, ect), along with fun nightlife and green spaces to relax.
Better public transit, lower housing prices, more modern apartments with decent appliances and utilities
Green space - park areas, bike trails, and trail / greenway connections to other areas of the Twin Cities
Increased pedestrian-first or bus-first neighborhood design and mixed use buildings where there are currently only apartments
Active vibe and safe
safety, more vibrant food and basic shopping options
Green spaces, easy of access to shopping, food, healthcare, etc.
Established outdoor festivals in the summer.
Large green spaces, bike infrastructure, attractive and affordable housing options, cool businesses, regular events. A large pedestrian zone would be a huge benefit and differentiator from other parts of town.
Affordable single family homes
Affordable housing
Having more walkability across the far ends of the district and continued efforts toward truly affordable development
More retail and more police presence
all the shoppings and daycare center
The freeways
Energy efficient, well-designed housing, walkways, public art, gathering spaces, and more arts organizations and artist live/work housing.
Grocery store. Cheap housing. Good outdoor areas.
<b>Q16: Is there anything else you'd like to tell us about yourself and/or your relationship with the Towerside Innovation District?</b>
I like what see in preliminary plans. But I also know that that initial level of design rarely ends up being what gets built.
This area has so much potential I just hope someone takes advantage of it.
build a skatepark i'm literally on my knees, AND if u don't have money we will make a fundraiser
I'm a medical student living at Berry Place where my rent increased from 1450 to over 1800 due to extra fees. These extra fees will force me to leave Towerside Innovation District as it is unaffordable for me.

I was student, now I am working professional living in the area
I am a college student that plans to stay in the Minneapolis/st Paul area. I really do love this area and would potentially stay within it, but there are things I still have to commute to to be able to access certain amenities and opportunities.
As a student I probaby won't be here longterm but I'm sure there will always be many other students living here thanks to its proximity to the university. Overall I don't regret choosing this area to live and have found it satisfactory.
I am an urban planning major so it's hard to see so much potential go to waste
I moved here within the last year and enjoy the area but I do feel like I am paying more for rent then I should given the lesser surrounding environment
I love the area and it has been hard to see people get priced out. Luxury apartments that block out the sky and trees are going to kill the feel of the neighborhood.
I still am not sure what this really is.
I do not have a relationship with the Towerside Innovation District since I don't really know what it is
They have not done a good job of reaching out to existing residents.
I lived in the area for 3.5 years, moved to Hopkins for 4 years, came back and have been here for 5 years. I feel safe here - which is huge as I have PTSD. I like the energy and the feel of the area. I know that things can be made better and can become far more equitable across the board for all persons of color.
I have lived here for 3 years and watched several local restaurants close which is disappointing.
I believe it is imperative to reduce urban reliance on cars. Every move for regional development should be towards a denser and more pedestrian friendly space.

**Table A3 - Full Business Inventory**

<b>Enterprise Name</b>	<b>Address</b>	<b>City</b>	<b>Number of Employees</b>	<b>Industry</b>	<b>Note</b>
Bank of America	1000 Washington Ave SE	Minneapolis	?	Bank	Not full service location
First Independence Bank	3430 University SE	Minneapolis	?	Bank	
Great Brakes Inc.	3326 University Ave SE	Minneapolis	?	Car Repair	
Mckenzie Repair Inc	725 Curfew St	Saint Paul	?	Car Repair	
Holiday	2700 University Ave SE	Minneapolis	?	Gas Station	
Valhalla Place	3329 University Ave Se	Minneapolis	?	Healthcare	Part of behavioral health group. Might be folded under Alliance anyways
Regions Hospital - Cardiopulmonary Rehab		Saint Paul	?	Healthcare	
Children's Minnesota - Supply Chain		Saint Paul	?	Healthcare	

DaVita Dialysis		Saint Paul	?	Healthcare	
Hampton Inn and Suites	2812 University Ave Se	Minneapolis	?	Hospitality	
Home 2 Suites			?	Hospitality	
CPC	504 Malcolm Ave Se Ste 400	Minneapolis	?	Manufacturing	Colder Products Company
The Pillars	3033 University Ave SE	Minneapolis	?	Other	
River of Hope	3300 University Ave SE	Minneapolis	?	Other	
Legendary Spice			?	Restaurants	
Feng Cha	2929 University Ave SE Floor 1	Minneapolis	?	Restaurants	
Family Wise	3036 University Ave Se	Minneapolis	?	Social Services / Non-Profit	
Youth Performance Co	3338 University Ave SE	Minneapolis	?	Social Services / Non-Profit	
Johnstone Supply	2550 Wabash Ave	Saint Paul	?	Wholesales / Warehousing	

Fraser	3333 University Ave Se	Minneapolis	600	Social Services / Non-Profit	
KSTP and Hubbard Entities		Saint Paul	400	Media	
UEL		Saint Paul	350	Medical Technology	
Kimley Horn	767 Eustis St Ste 100	Saint Paul	190	Professional Services	
Surly Brewing Co		Minneapolis	170	Brewing	
Best Care Home Health Care	3008 University Ave Se	Minneapolis	150	Healthcare	
Impressions Inc		Saint Paul	150	Manufacturing	
HealthPartners Health Center for Women		Saint Paul	142	Healthcare	
North Star Resource Group	2701 University Ave Se Ste 300	Minneapolis	110	Professional Services	
Fresh Thyme	24 30th Ave Se	Minneapolis	80	Grocery	Store Manager gave estimate
USPS	2811 University Ave Se	Minneapolis	68	Other	

Days Hotel	2407 University Ave Se	Minneapolis	60	Hospitality	
M Health Farview Children's Clinic	2545 University Ave SE	Minneapolis	55	Healthcare	
Rainbow Health Minnestoa		Saint Paul	50	Healthcare	
Minnesota Endoscopy		Saint Paul	48	Healthcare	
MSP Communications		Saint Paul	40	Media	
Minnesota Geological Survey		Saint Paul	35	Other	
M Health Farview Children's Clinic	2535 University Ave SE	Minneapolis	34	Healthcare	
ProPharma Group		Saint Paul	31	Healthcare	
The Meritex Company	24 University Ave Ne Ste 200	Minneapolis	31	Real Estate	This is a large commercial real estate company located in Towerside. May be interesting to approach for funding etc.

Supportive Living Solutions	2515 Wabash Ave Ste 300	Saint Paul	31	Non-Profit / Social Services	
National CO+OP Grocers	2610 University Ave W Ste 500	Saint Paul	30	Other	
MINNESOTA TEAMSTERS SERVICE BUREAU INC	2829 University Ave Se Ste 100	Minneapolis	29	Non-Profit / Social Services	
Apropos Studio	1 Malcolm Ave Se	Minneapolis	27	Professional Services	
Catholic Community Foundation	2610 University Ave W Ste 500	Saint Paul	25	Non-Profit / Social Services	
MINNESOTA TEAMSTERS PUBLIC AND LAW ENFORCEMENT EMPLOYEE LOCAL 320	3001 University Ave Se	Minneapolis	24	Non-Profit / Social Services	
Sprout Salad Company	309 Huron Blvd Se	Minneapolis	22	Restaurants	
Profile Event Center	2630 University Ave Se	Minneapolis	21	Hospitality	

Prepare + Prosper	2610 University Ave W Ste 450	Saint Paul	21	Professional Services	
(In)innovate		Saint Paul	21	Wholesales / Warehousing	
Blaze Pizza	1000 Washington Ave Se	Minneapolis	20	Restaurants	
The Trust For Public Land	2610 University Ave W Ste 300	Saint Paul	20	Social Services / Non-Profit	
Evergreen Innovations	504 Malcolm Ave Se	Minneapolis	19	Manufacturin g	
Baxter		Saint Paul	18	Medical Technology	
THE CAJUN HOUSE INC	2600 University Ave Se Ste 1	Minneapolis	17	Restaurants	
Prevolv and West Elm Workspace		Saint Paul	17	Wholesales / Warehousing	
Pharmagate Biologics		Saint Paul	16	Pharmaceutic als	
Twin Cities in Motion		Saint Paul	15	Social Services / Non-Profit	

Minnesota Computers for Schools	504 Malcolm Ave Se Ste 100	Minneapolis	15	Social Services / Non-Profit	
ISurTec		Saint Paul	14	Medical Technology	
The Richard M. Schulze Family American Cancer Society Hope Lodge	2500 University Ave SE	Minneapolis	14	Social Services / Non-Profit	
First Step Early Childhood Center	3036 University Ave Se	Minneapolis	12	Child Care	
U Garden	2725 University Ave SE	Minneapolis	12	Restaurants	
Sunrise Bank	2525 Wabash Ave	Saint Paul	11	Bank	
Lamons		Saint Paul	11	Manufacturing	
Visual Horizons		Saint Paul	11	Professional Services	
Aim Higher Foundation	2610 University Ave W Ste 525	Saint Paul	11	Social Services / Non-Profit	
Adapt Health - Rehab and Showroom		Saint Paul	10	Healthcare	

Vertical Endeavors	2550 Wabash Ave	Saint Paul	10	Recreation	
Malcolm Yards Market		Minneapolis	10	Restaurants	
CASPIAN BISTRO INC	2418 University Ave Se	Minneapolis	10	Restaurants	
Speedway	3357 University Ave Se	Minneapolis	9	Gas Station	
Alliance Clinic	3329 University Ave Se	Minneapolis	9	Healthcare	
The Lab	767 Eustis St Ste 115	Saint Paul	9	Restaurants	
Spire Credit Union	3117 University Ave SE	Minneapolis	8	Bank	
Optomec		Saint Paul	8	Manufacturing	
Creative Images		Saint Paul	8	Professional Services	
Papa Johns	2639 University Ave Se Ste 130	Minneapolis	8	Restaurants	
Affinity Plus Federal Credit Union	2520 University Ave Se	Minneapolis	7	Bank	

Safelite Autoglass	504 Malcolm Ave Se Ste 700	Minneapolis	7	Car Repair	
Marines	2650 University Ave W	Saint Paul	7	Other	
Area Enviornments	1 Malcolm Ave Se	Minneapolis	7	Professional Services	
Textile Center	3000 University Ave Se Ste 100	Minneapolis	7	Retail	
Jeane Thorne Staffing	2701 University Ave Se Ste 200	Minneapolis	6	Professional Services	
Imagin Studios	504 Malcolm Ave Se Ste 400	Minneapolis	6	Professional Services	
Anytime Fitness	2929 University Ave Se Ste W180	Minneapolis	6	Recreation	
Beacon Interfaith Housing Collaborative	2610 University Ave W Ste 100	Saint Paul	6	Social Services / Non-Profit	
YMCA Center For Innovation and Development	2525 Wabash Ave	Saint Paul	6	Social Services / Non-Profit	

UAW Local 125	2515 Wabash Ave	Saint Paul	6	Social Services / Non-Profit	
Automated Logic		Saint Paul	5	Manufacturin g	
WorkAround	2828 University Ave Se Ste 150	Minneapolis	5	Other	
Kim Nybo - State Farm	2724 University Ave Se	Minneapolis	5	Professional Services	
Mu Mu Tea	313 Huron Blvd Se	Minneapolis	5	Restaurants	
MINNESOTA TEAMSTERS RETIRES CLUB, CO.	3001 University Ave Se	Minneapolis	5	Social Services / Non-Profit	
Express Nails and Spa	2617 University Ave Se	Minneapolis	4	Retail	
Art and Architecture Inc	3338 University Ave Se Fl 1a	Minneapolis	4	Retail	
National Association of Social Workers	1885 University Ave W Ste 340	Saint Paul	4	Social Services / Non-Profit	
Public Storage	2516 Wabash Ave	Saint Paul	3	Other	

AdKore Megaforce	2828 University Ave Se Ste 125	Minneapolis	3	Professional Services	
First Care Pregnancy Center	308 Oak St Se	Minneapolis	2	Healthcare	
Prospect Park Chiropractic	3406 University Ave Se	Minneapolis	2	Healthcare	
THE TEA HOUSE	2425 University Ave SE	Minneapolis	2	Restaurants	
Venture Academy	315 27th Ave Se	Minneapolis	2	School	
Bates Orthodontics	2701 University Ave Se	Minneapolis	1	Healthcare	

**Table A4** - Full table comparisons between the workers of Towerside and Minneapolis, Saint Paul, and the Metro Area

<b>Total All Jobs</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Total All Jobs	100.0%	100.0%	100.0%	100.0%
<b>Jobs by Worker Age</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Age 29 or younger	27.9%	24.1%	22.2%	23.7%
Age 30 to 54	53.2%	55.7%	54.8%	53.7%
Age 55 or older	18.9%	20.2%	23.1%	22.6%
<b>Jobs by Earnings</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
\$1,250 per month or less	18.7%	18.5%	21.0%	21.1%
\$1,251 to \$3,333 per month	22.7%	21.4%	24.1%	24.0%
More than \$3,333 per month	58.6%	60.1%	54.8%	55.0%
<b>Jobs by NAICS Industry Sector</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Agriculture, Forestry, Fishing and Hunting	0.0%	0.0%	0.0%	0.2%
Mining, Quarrying, and Oil and Gas Extraction	0.0%	0.0%	0.0%	0.0%
Utilities	0.0%	0.7%	0.2%	0.3%
Construction	3.3%	2.1%	2.8%	4.5%
Manufacturing	15.8%	3.9%	4.0%	10.4%
Wholesale Trade	1.8%	2.4%	3.5%	4.8%
Retail Trade	1.1%	4.1%	5.7%	8.9%
Transportation and Warehousing	1.0%	1.6%	1.2%	2.7%
Information	3.2%	3.1%	1.7%	1.8%
Finance and Insurance	4.3%	9.6%	6.3%	6.0%
Real Estate and Rental and Leasing	0.9%	1.3%	1.4%	1.4%
Professional, Scientific, and Technical Services	14.0%	12.4%	4.7%	7.3%
Management of Companies and Enterprises	0.0%	5.2%	2.4%	4.7%
Administration & Support, Waste Management and Remediation	0.7%	4.5%	3.8%	5.4%
Educational Services	2.8%	13.3%	10.2%	9.1%
Health Care and Social Assistance	28.0%	18.2%	24.6%	15.6%
Arts, Entertainment, and Recreation	3.2%	2.6%	3.3%	2.1%
Accommodation and Food Services	4.3%	8.3%	7.2%	7.6%
Other Services (excluding Public Administration)	10.6%	3.2%	4.1%	3.4%
Public Administration	5.1%	3.5%	12.9%	3.9%

<b>Jobs by Worker Race</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
White Alone	75.9%	76.7%	74.7%	82.3%
Black or African American Alone	9.3%	12.4%	11.1%	8.3%
American Indian or Alaska Native Alone	0.6%	0.9%	0.7%	0.6%
Asian Alone	12.2%	7.7%	11.2%	6.8%
Native Hawaiian or Other Pacific Islander Alone	0.1%	0.1%	0.1%	0.1%
Two or More Race Groups	1.9%	2.3%	2.3%	1.9%
<b>Jobs by Worker Ethnicity</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Not Hispanic or Latino	96.3%	95.0%	94.4%	95.3%
Hispanic or Latino	3.7%	5.0%	5.6%	4.7%
<b>Jobs by Worker Educational Attainment</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Less than high school	6.2%	6.6%	7.2%	6.6%
High school or equivalent, no college	16.9%	16.1%	17.4%	18.4%
Some college or Associate degree	22.2%	23.2%	24.9%	25.1%
Bachelor's degree or advanced degree	26.8%	30.0%	28.3%	26.2%
Educational attainment not available (workers aged 29 or younger)	27.9%	24.1%	22.2%	23.7%
<b>Jobs by Worker Sex</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Male	39.9%	46.9%	45.1%	49.3%
Female	60.1%	53.1%	54.9%	50.7%

**Table A5** - Full table comparisons between the residents of Towerside who work and workers in Minneapolis, Saint Paul, and the Metro Area

<b>Total All Jobs</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Total All Jobs	100.0%	100.0%	100.0%	100.0%
<b>Jobs by Worker Age</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Age 29 or younger	42.7%	29.3%	28.7%	23.8%
Age 30 to 54	44.5%	53.5%	52.7%	53.6%
Age 55 or older	12.8%	17.2%	18.6%	22.6%
<b>Jobs by Earnings</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
\$1,250 per month or less	26.4%	21.9%	23.6%	21.2%
\$1,251 to \$3,333 per month	29.8%	26.6%	31.2%	23.9%
More than \$3,333 per month	43.7%	51.5%	45.3%	54.9%
<b>Jobs by NAICS Industry Sector</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Agriculture, Forestry, Fishing and Hunting	0.1%	0.1%	0.2%	0.3%
Mining, Quarrying, and Oil and Gas Extraction	0.0%	0.0%	0.0%	0.1%
Utilities	0.2%	0.3%	0.2%	0.3%
Construction	1.7%	2.4%	2.5%	4.3%
Manufacturing	4.8%	6.1%	8.5%	10.4%
Wholesale Trade	2.7%	3.4%	3.3%	4.7%
Retail Trade	5.2%	7.3%	8.0%	9.0%
Transportation and Warehousing	2.0%	2.4%	2.8%	2.9%
Information	1.9%	2.4%	1.8%	1.9%
Finance and Insurance	4.3%	6.7%	5.2%	6.0%
Real Estate and Rental and Leasing	1.4%	1.6%	1.4%	1.4%
Professional, Scientific, and Technical Services	7.3%	9.1%	6.0%	7.2%
Management of Companies and Enterprises	4.9%	4.7%	4.1%	4.5%
Administration & Support, Waste Management and Remediation	5.1%	6.5%	6.5%	5.3%
Educational Services	22.7%	11.2%	10.6%	9.1%
Health Care and Social Assistance	17.8%	17.1%	19.4%	15.8%
Arts, Entertainment, and Recreation	2.8%	2.6%	2.5%	2.1%
Accommodation and Food Services	8.2%	9.0%	8.9%	7.7%
Other Services (excluding Public Administration)	2.9%	3.6%	3.7%	3.4%
Public Administration	3.7%	3.2%	4.4%	3.9%

<b>Jobs by Worker Race</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
White Alone	59.2%	74.2%	65.2%	82.0%
Black or African American Alone	18.7%	15.7%	15.1%	8.5%
American Indian or Alaska Native Alone	0.6%	1.0%	0.8%	0.6%
Asian Alone	17.8%	6.1%	16.0%	6.9%
Native Hawaiian or Other Pacific Islander Alone	0.2%	0.1%	0.1%	0.1%
Two or More Race Groups	3.5%	2.9%	2.8%	1.9%
<b>Jobs by Worker Ethnicity</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Not Hispanic or Latino	97.1%	93.5%	92.9%	95.2%
Hispanic or Latino	2.9%	6.5%	7.1%	4.8%
<b>Jobs by Worker Educational Attainment</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Less than high school	6.3%	7.2%	8.0%	6.6%
High school or equivalent, no college	13.7%	16.3%	16.7%	18.4%
Some college or Associate degree	17.2%	22.1%	22.3%	25.1%
Bachelor's degree or advanced degree	20.2%	25.0%	24.3%	26.1%
Educational attainment not available (workers aged 29 or younger)	42.7%	29.3%	28.7%	23.8%
<b>Jobs by Worker Sex</b>	<b>Towerside</b>	<b>Minneapolis</b>	<b>Saint Paul</b>	<b>Metro Area</b>
Male	49.0%	49.8%	48.4%	49.2%
Female	51.0%	50.2%	51.6%	50.8%

## Links to Storymap and Web App

**Storymap**

<https://z.umn.edu/towerside-storymap>.

**Web App**

<https://z.umn.edu/towerside-webapp>

**Web App Tutorial Video**

<https://z.umn.edu/towerside-webapptutorial>.