

# FRAMEWORK APPROACH

- Enhance Experience
- Reinvigorate Nodes
- Right-size the Roads
- Sculpt Topography
- Public Space Strategies
- Celebrate Water
- Planting Strategies
- Cass Gilbert Park

An aerial map of the Capitol Mall area, showing streets, buildings, and green spaces. The map is partially obscured by a large blue curved shape that serves as a background for the text.

# 8

**BOLD  
MOVES**

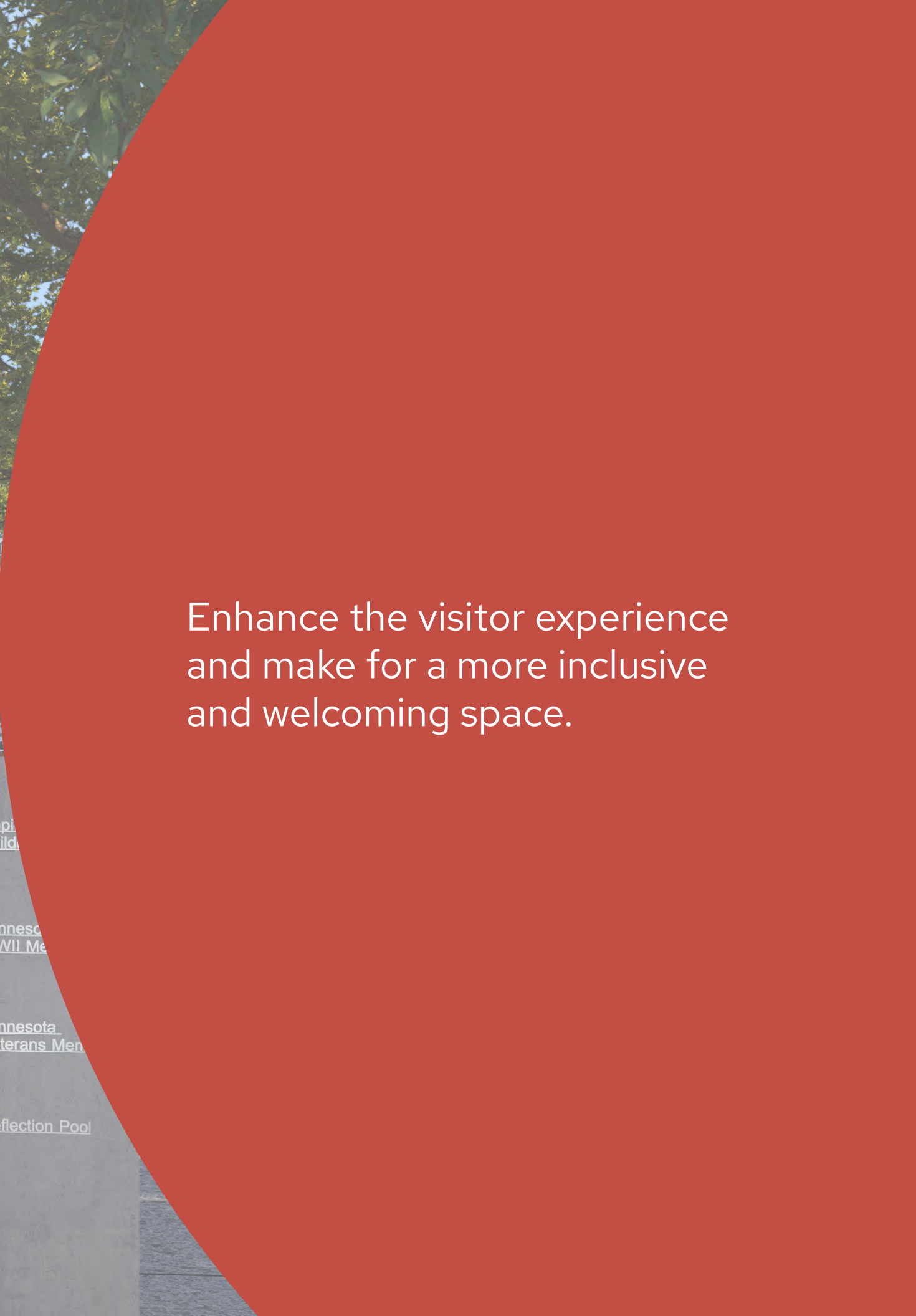
**TO SHAPE THE  
FUTURE OF THE  
CAPITOL MALL**





# ENHANCE EXPERIENCE

- Enhance the Visitor Experience
- Day in the Life
- Amenity Principles
- Visitor Amenity Building



Enhance the visitor experience  
and make for a more inclusive  
and welcoming space.





# ENHANCE THE VISITOR EXPERIENCE AND MAKE FOR A MORE INCLUSIVE AND WELCOMING SPACE

This bold move includes three distinct interventions. Digital infrastructure refers to the non-physical interfaces that utilize cell phones and other devices to assist in wayfinding and/or augmented reality. The interfaces often utilize GPS and allow visitors and workers to find their way around the campus, identify empty parking spots, or even compare historic photos to what the Capitol looks like today. A strategically placed visitor amenity center with restrooms, educational materials and gallery space will give people a home base—somewhere to orient themselves and take a rest before exploring other parts of the Capitol Campus. Placing the visitor amenity building at the corner of Cedar Street and East 12th Street not only emphasizes that threshold as a primary entry point to the Capitol Campus, but also creates a midpoint break for those traveling between the Capitol Building and Downtown. Safety, security, and maintenance considerations, along with staffing, would need to be adequately addressed as part of creating public restroom facilities. Lastly, amenity guidelines include design principles for landscape treatments around the Capitol Campus that support the visitor experience. These guidelines address interventions like smart kiosks, informational signage, wayfinding maps, restroom amenities, lighting, seatings, and so on.

## TAKEAWAYS

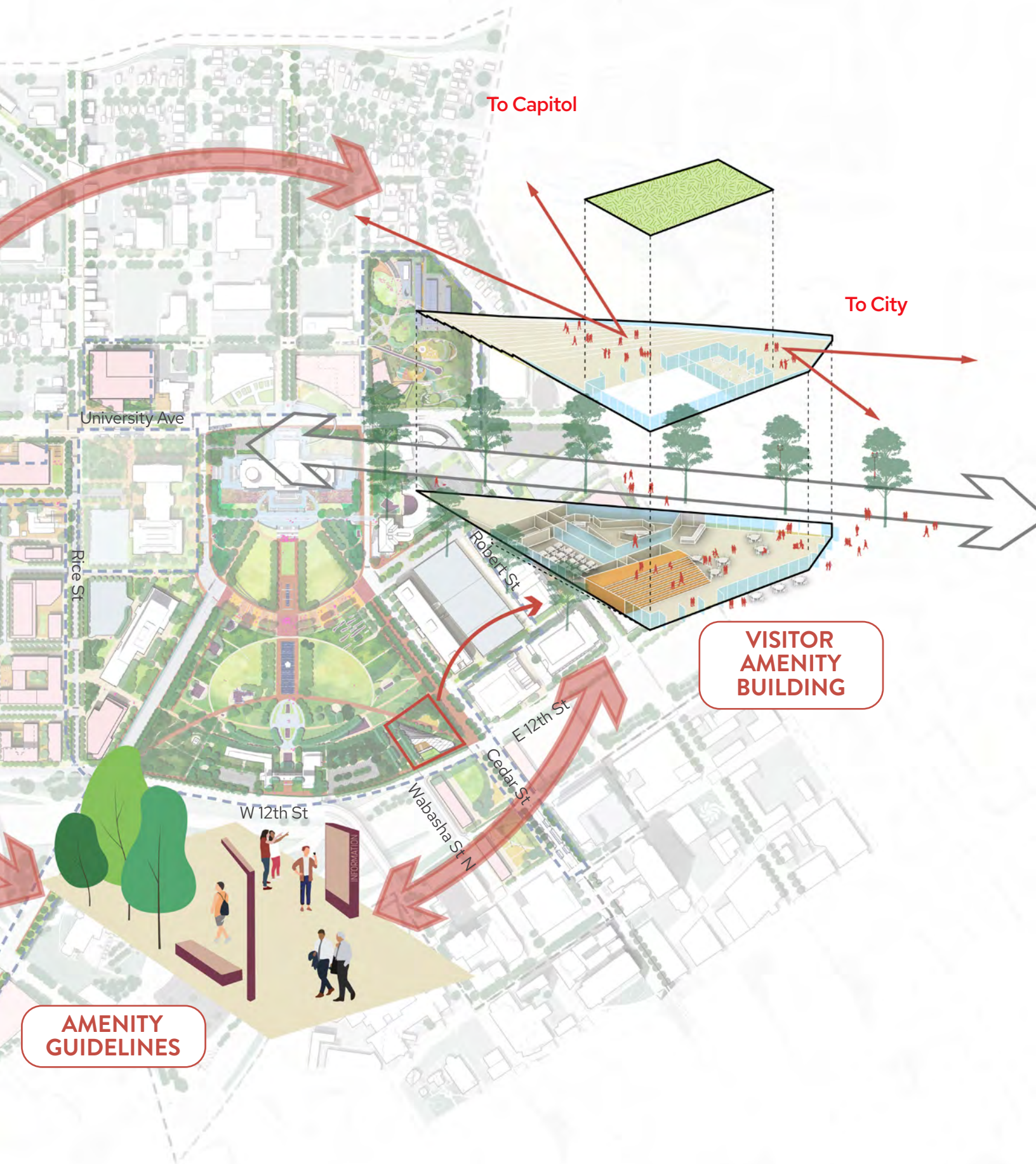
- Digital infrastructure includes features like the Cap App with GPS-enabled wayfinding and/or augmented reality.
- A visitor amenity center can provide a home base or starting point for those visiting the Capitol Campus with restrooms, educational materials, and more.
- Amenity guidelines ensure consistent landscape treatments and reinforce the Capitol Mall as a distinct and special place.

### DIGITAL INFRASTRUCTURE



Rondo Ave

Figure 42: Capitol Mall Visitor Experience





# DAY IN THE LIFE

## FUTURE VISITOR PROFILES

Sightseers (tourists) to the Capitol Mall are enthralled by the rich architectural heritage of the Capitol building, museums and art installations, immersing themselves in the cultural tapestry of the region through guided tours and seasonal events.

Residents (people who live nearby) enjoy the serene ambiance of green spaces for leisurely strolls and picnics, while also benefiting from the convenience of nearby amenities for daily errands and social gatherings.

Office workers (Minnesota Capitol Area workers) appreciate the accessibility to government offices, corporate buildings, and diverse dining options, which foster a productive work environment and opportunities for networking.

Engaged citizens (people exercising their first-amendment rights) actively participate in community events, rallies, and advocacy campaigns at the Capitol Mall, leveraging its central location to voice their concerns, connect with like-minded individuals, and contribute to shaping public discourse and policy decisions.

Students (K-12+) frequenting the Capitol Mall areas find inspiration in the historical landmarks and cultural institutions, utilizing the serene surroundings for studying, group projects, and occasional recreational activities.

Refer to *Inventory + Analysis* in the Appendix for more information regarding human comfort and tree canopy.

### LEGEND









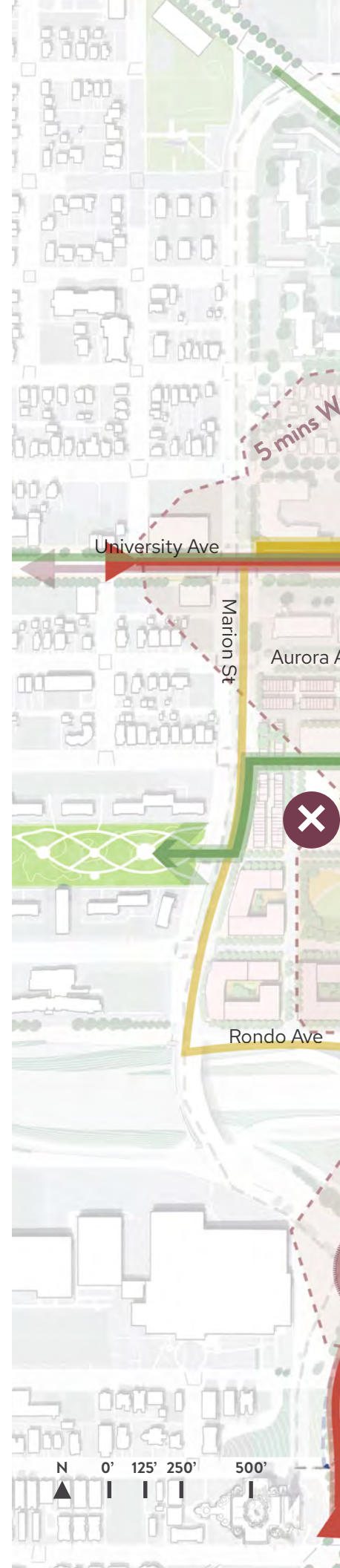
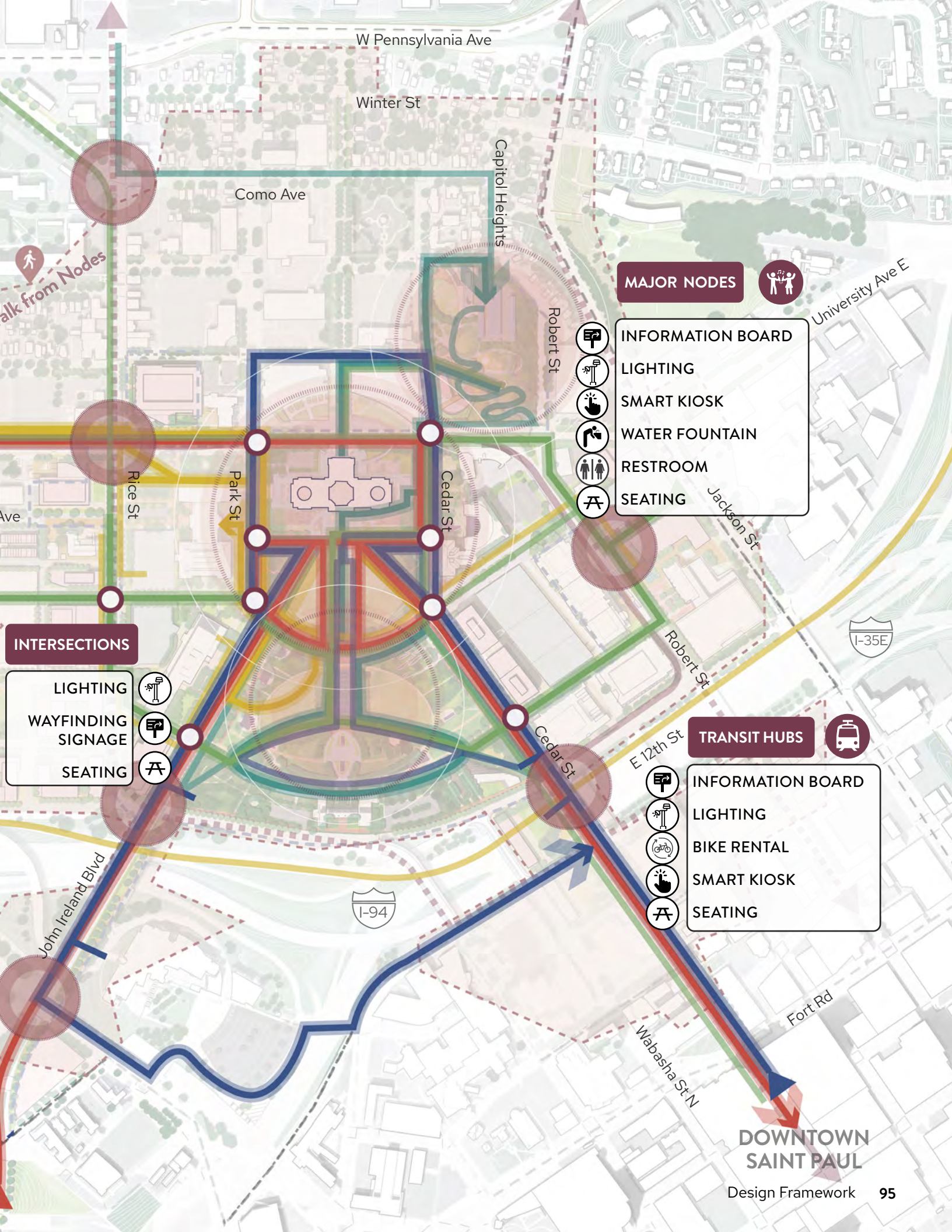
-  Sightseers
-  Residents
-  Office Workers
-  Engaged Citizens
-  Students
-  Major Node (where visitors tend to gather)
-  Transit Hub (where various transit modes intersect)
-  Intersection (prominent street crossings)

Figure 43. Day in the Life of Capitol Visitors









# DAY IN THE LIFE

## VISITOR ROUTES

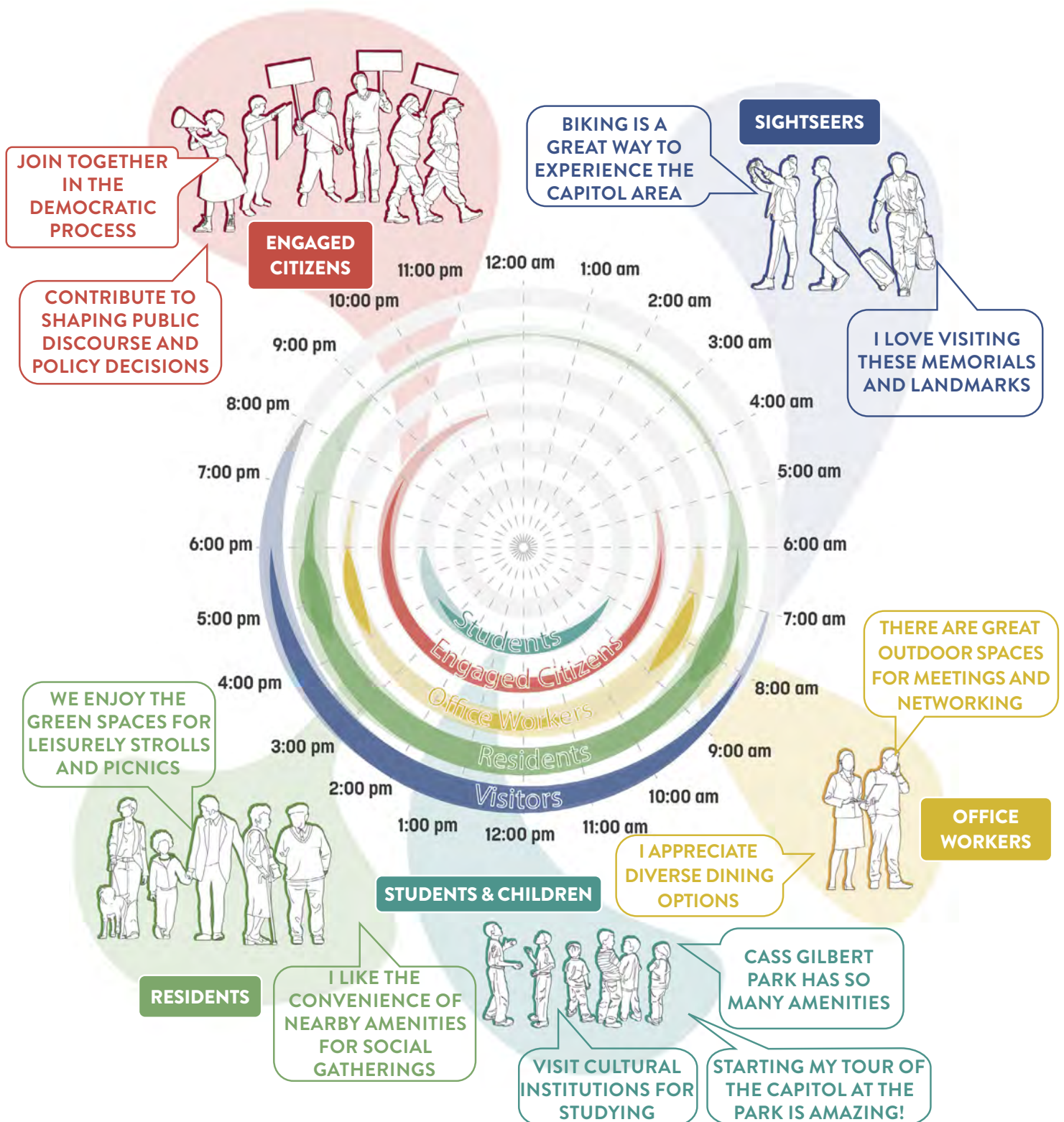


Figure 44. Daily Use Timeline



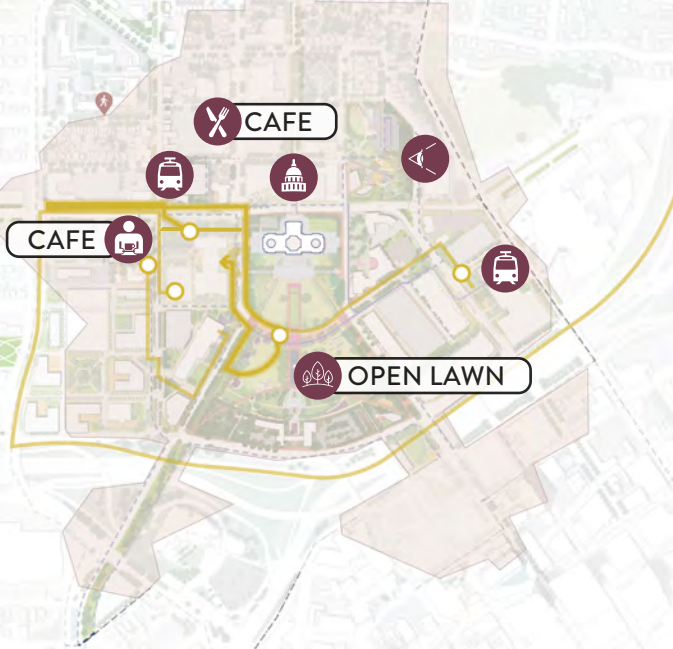
Sightseer Routes



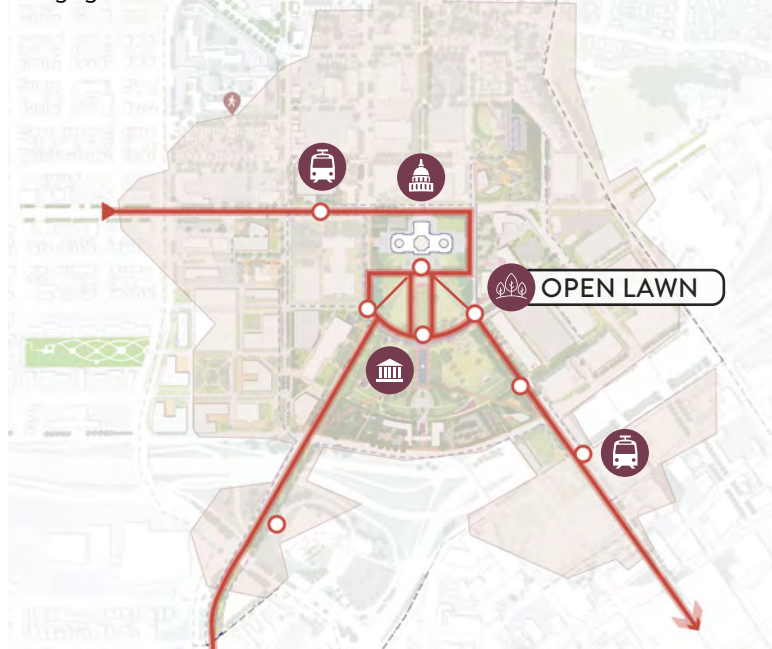
Resident Routes



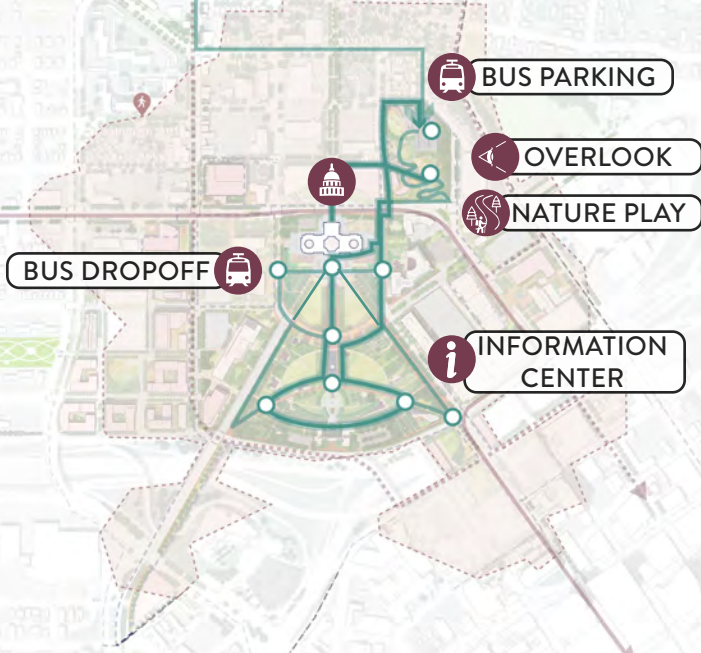
Office Worker Routes



Engaged Citizen Routes



Student & Children Routes












## TAKEAWAYS

- Diverse visitor groups circulate within the campus, each with their distinct patterns of movement.
- Varied transit modes necessitate amenities that cater to different transportation needs.
- Apart from landmarks, programmed areas are key to attracting people.



# AMENITY PRINCIPLES

## SIGN AND AMENITIES LOCATION MATRIX

	AMENITY	PLACEMENT CRITERIA	PROGRAM
	Smart kiosk	All transit hubs	Interactive real-time information for all visitors
	Welcome board Information signage	In front of memorials, commemorative works, nodes and landmarks	Display history and stories of the features for visitors, residents, students, and children
	Primary wayfinding map	All major pedestrian circulation intersections	Allow visitors to orient and encourage them to explore the areas and plan tours
	Wayfinding signage	Any points of low visibility or areas that have multiple routes	Direct ways with concise information
	Micromobility facilities	All major gateways, mobility hubs and light rail stations, intermittently along bike corridors to provide comprehensive coverage (5-min bike distance between facilities)	Provide a new way to experience the Capitol Area
	Restroom amenities	Cover 10-min walk area, can be included into welcome center and park amenity buildings	Essential amenities on daily bases and during events
	Lighting	All roadways and pedestrian routes to provide even illumination (see Sustainable Landscape Design and Maintenance Standards)	Essential amenities on daily basis and during events
	Seating	Along pathways and major gathering spaces	Essential amenities on daily basis and during events
	Weather Shelter	Cover 10-min walk area, resistant to extreme weather conditions	Essential amenities for events and extreme weather

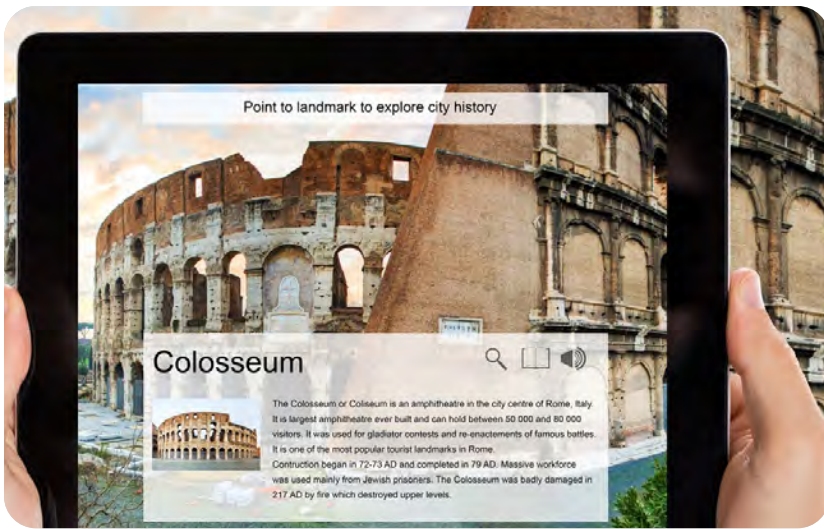


Figure 45. Interactive apps

Source: <https://fishermenlabs.com/blog/how-snapchat-landmarkers-are-changing-the-face-of-architecture/>



Figure 46. Wall of Discovery

Source: University Gateway Corporation, <https://scholarswalk.umn.edu/about/wall-discovery>



Figure 47. Smart kiosk

Source: <https://www.baekdal.com/trends/eyestop-bus-shelter/>



Figure 48. Wayfinding signage

Source: <https://rsmdesign.com/>



Figure 49. Bikeshare station with information board

Source: [https://www.archdaily.com/369870/the-bike-sharing-takeover?ad\\_medium=gallery](https://www.archdaily.com/369870/the-bike-sharing-takeover?ad_medium=gallery)



Figure 50. Weather shelter

Source: <https://www.nytimes.com/2012/05/09/arts/design/a-new-visitor-center-at-brooklyn-botanic-garden.html>



Figure 51. Light poles

Source: Damon Farber



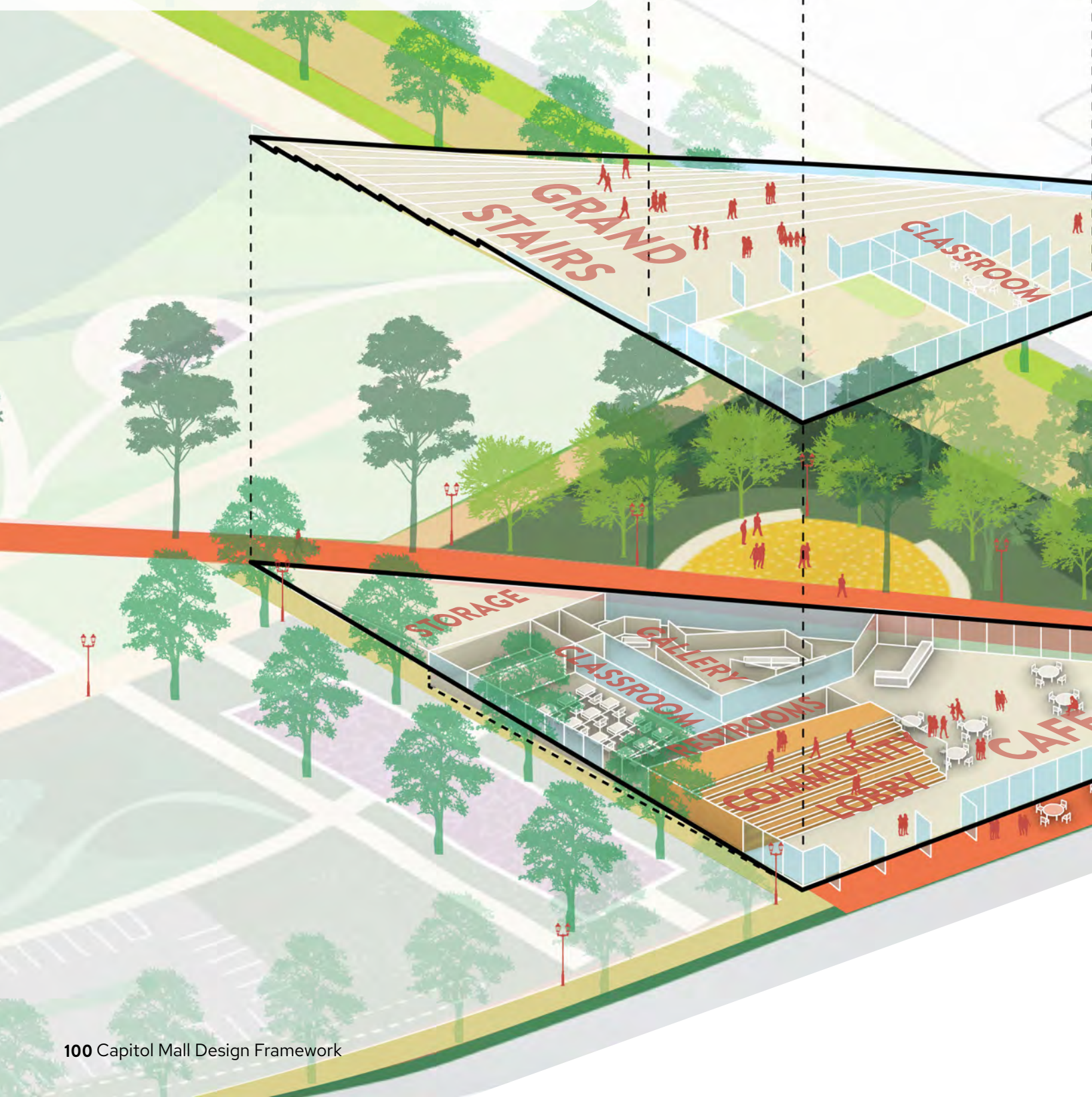
Figure 52. Seating

Source: <https://www.yter.es/mobiliario-urbano/bancos-urbanos/banco-labyrinth/>

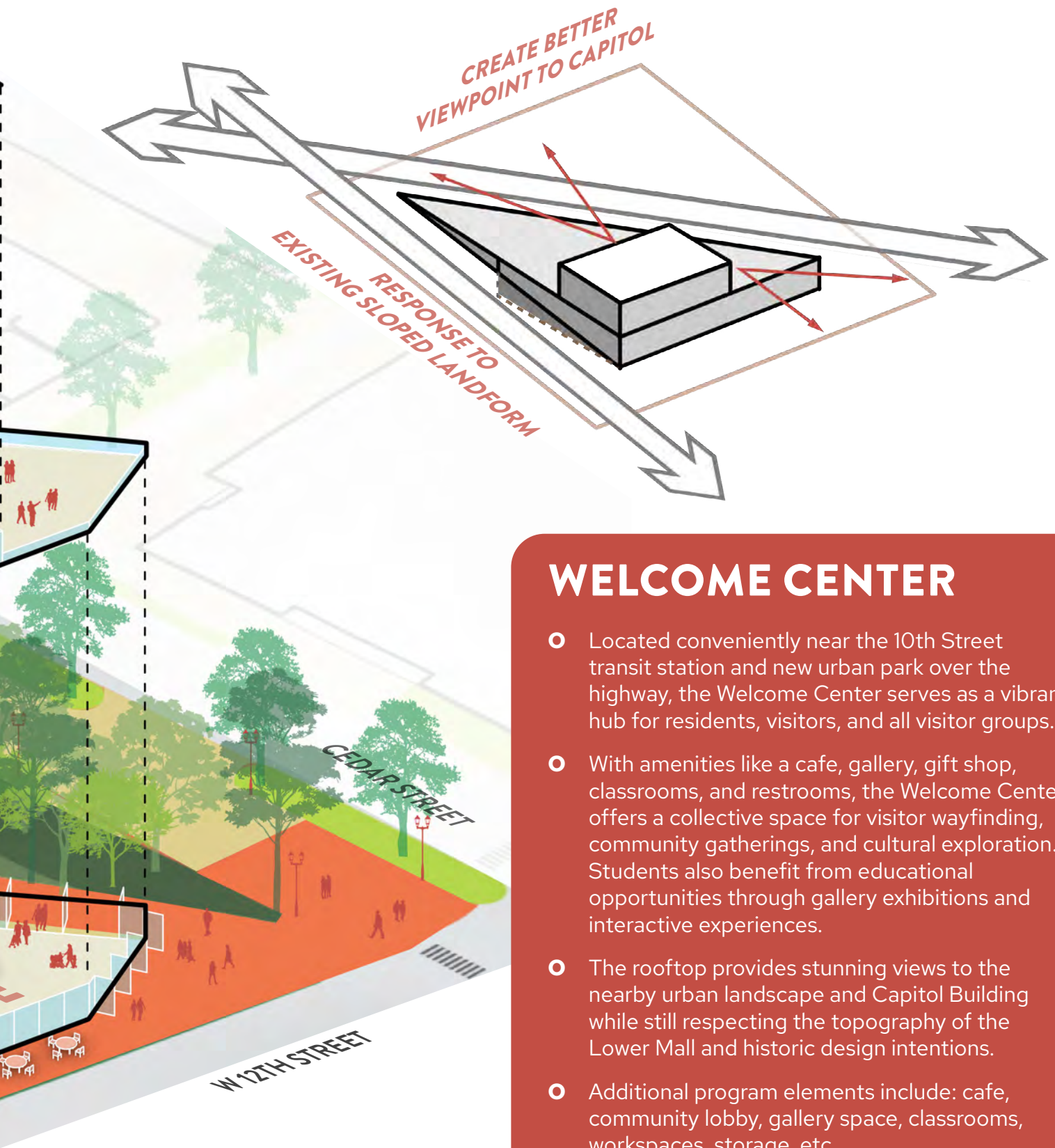


# WELCOME CENTER

A VISITOR AMENITY BUILDING AT  
THE ANCHOR POINT







## WELCOME CENTER

- Located conveniently near the 10th Street transit station and new urban park over the highway, the Welcome Center serves as a vibrant hub for residents, visitors, and all visitor groups.
- With amenities like a cafe, gallery, gift shop, classrooms, and restrooms, the Welcome Center offers a collective space for visitor wayfinding, community gatherings, and cultural exploration. Students also benefit from educational opportunities through gallery exhibitions and interactive experiences.
- The rooftop provides stunning views to the nearby urban landscape and Capitol Building while still respecting the topography of the Lower Mall and historic design intentions.
- Additional program elements include: cafe, community lobby, gallery space, classrooms, workspaces, storage, etc.
- See Design Framework for alternative locations.

Figure 54. Visitor Amenity Building