

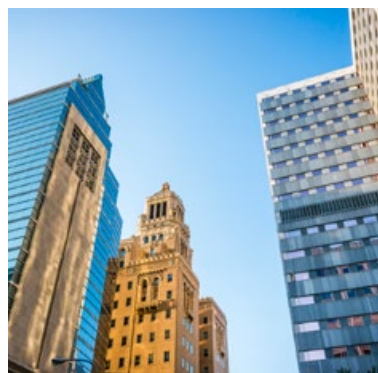
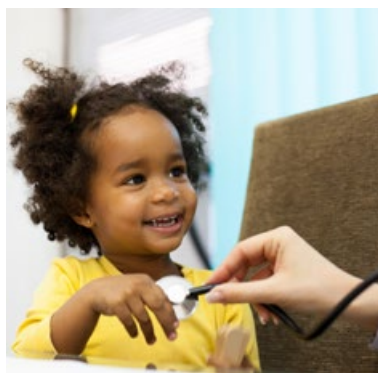
The logo consists of the letters 'RSP' in a white, sans-serif font. The 'R' is stylized with a curved top and a vertical stem. The 'S' is a simple, rounded shape. The 'P' has a vertical stem and a rounded top. The background is a blue-tinted photograph of a city street with several tall buildings, including a modern glass skyscraper on the left and a historic stone building with a clock tower in the center.

Building the

GLOBAL DESTINATION FOR HEALTH AND HEALING

Multiple projects. One vision.

RSP is partnering with Destination Medical Center in Rochester, Minnesota to envision the new global destination for healthcare.



What is Destination Medical Center?

A global destination for healthcare, research, wellness — and everything in between.

Destination Medical Center (DMC) is a unique 20-year economic development initiative [in Rochester MN — home to the Mayo Clinic.] The \$5.6 billion plan is the largest in state history. With the expansion of Mayo Clinic and DMC growth, Rochester is a global destination for health and wellness and so much more.¹

¹Source: Destination Medical Center: "www.dmc.mn.com/what-is-dmc"

WHAT IS DMC?

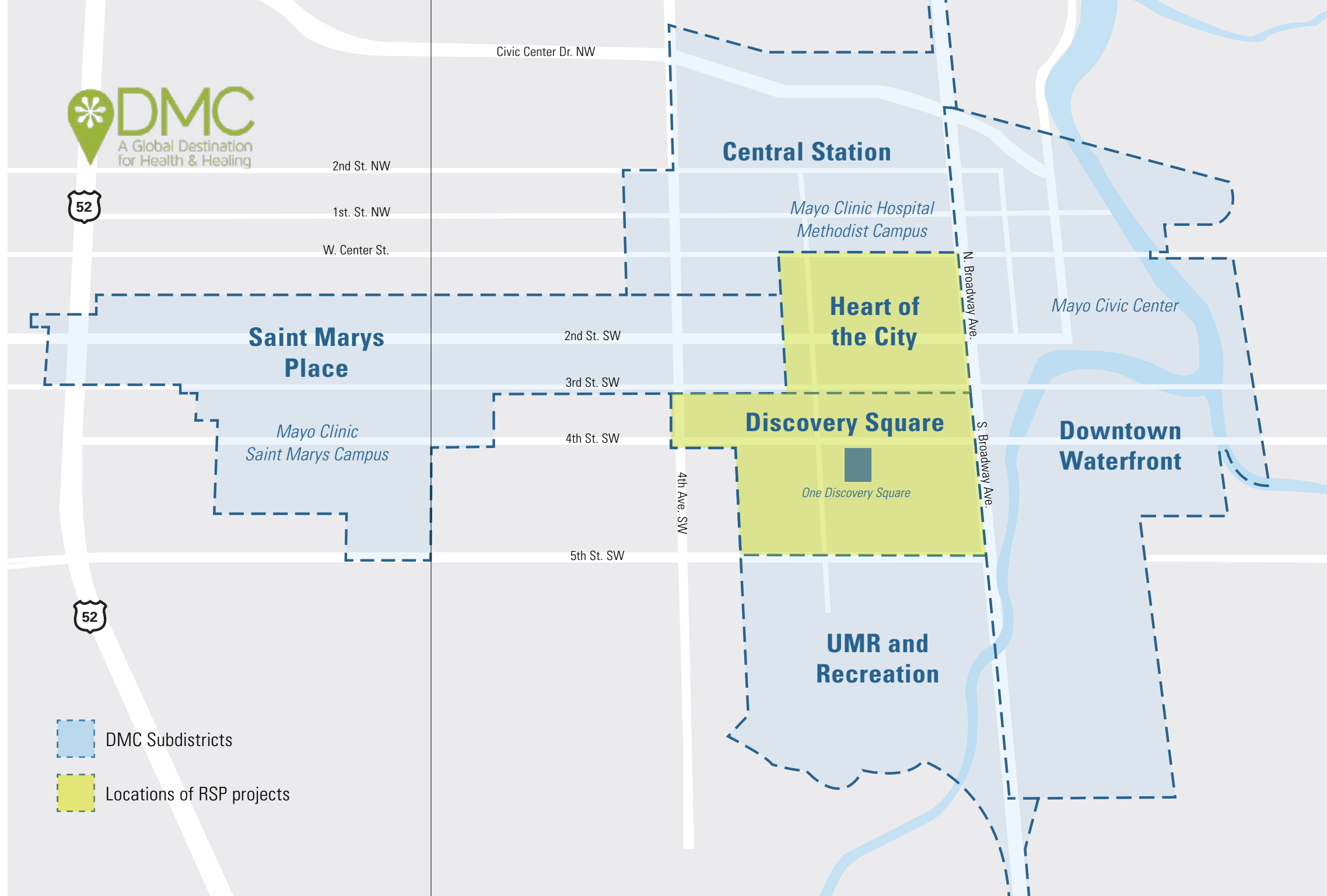
From plan to reality.

DMC is centered around six development sub-districts.

Together, these sub-districts are activating downtown Rochester as a global medical destination. Each space is designed for innovation and collaboration.

With more than \$5 billion in projected private investments over the next 20 years, DMC will provide the public financing necessary to build the public infrastructure and other projects needed to support the vision.¹

¹Source: Destination Medical Center; www.dmc.mn.com/what-is-dmc



One vision. Multiple projects.

RSP and our partners have formed a trusted partnership with DMC, and have been awarded multiple projects for the initiative. Two of these key projects are the Heart of the City Public Space Design and One Discovery Square.

Our efforts in both of these projects have been pivotal in supporting the DMC's mission of creating a global destination for health and wellness. We are working strategically with DMC, the City of Rochester and community members to authentically represent Rochester and Mayo Clinic. Our approach to the organization and the projects have been thorough, consistent and innovative in nature — truly uncovering the entrepreneurial spirit and unique community.

Our discovery process has unearthed a great deal of information, questions, and opportunities, including the most important: "It's about the people."

Images from left to right: Heart of the City Public Space Design; Discovery Square Phase 1 Building



“ **This work is transformative in that it's about more than just a clinic or a building.** Destination Medical Center is about reimagining downtown, connecting Mayo Clinic in a transparent and authentic way to the residents, researchers, doctors, staff, patients and visitors. Bringing the entire community together to help promote healing, innovation, and more.

– **Jon Buggy, AIA, Principal, RSP Architects**

HEART OF THE CITY



Project 1

HEART OF THE CITY

Revitalizing the urban core.

It's a first for Minnesota's third-largest city. A vibrant, world-class public space that supports health, celebrates life, engages businesses and creates a sense of community.

A space that is, above all, authentically Rochester.

Despite its status as the central business district, Heart of the City, the gateway sub-district in the Destination Medical Center (DMC) plan, has become tired and underutilized in recent years. So local leaders are thinking bigger — and RSP is helping bring their vision to life.

As architect-of-record, RSP has dreamed and designed alongside the community and stakeholders to define the future of the space. The final design features iconic public art, flexible open spaces and native landscaping. Active, pedestrian-friendly features will welcome residents, visitors and Mayo Clinic patients alike. And a range of seasonal programming will keep the sub-district alive year-round, even during cold Minnesota winters.

Design Report

Completion: Fall 2017

Construction Completion:

Estimated 2021

Team: RSP: Architect-of-Record and Team Lead; Coen + Partners: Landscape and Urban Design; 9.Square: Local Design; HR&A Advisors: Financial/Market Analysis; and Kimley-Horn: Civil and Transportation Engineering



A community-oriented design process.

Our work on Heart of the City fell into four major categories:

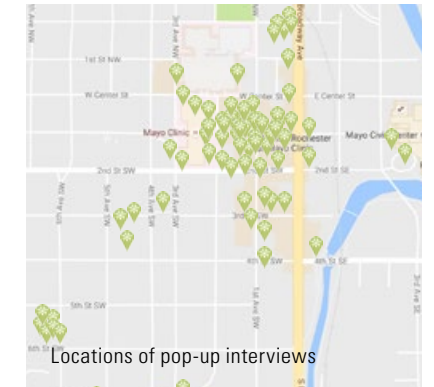
- 1 Assess site, understand DMC goals and evaluate the existing urban framework
- 2 Actively engage the community, local business owners, Mayo Clinic patients and DMC stakeholders to learn about their wants, needs and dreams for this public space
- 3 Assess financial, market and program opportunities, including revenue sources and expenses
- 4 Create public space designs, programming plans and schedule/implementation plans

To begin such a large-scale project, we started small — with individual community members. RSP and our partners kicked off the project with an extensive community engagement process. In the first phase, we conducted pop-up interviews and spoke with hundreds of people. Their ideas were recorded and presented to the design team and the DMC.

This preliminary research had a direct and guiding influence on the design process: the team learned the community is looking for a space that is usable year-round, friendly for all ages, supportive of local business and flexible enough to accommodate a variety of uses, from concerts and food trucks to farmers markets. The final design reflects this feedback, with dynamic public art, flexible open spaces, and pedestrian-friendly landscaping and seating.



Community Engagement Meeting



Locations of pop-up interviews

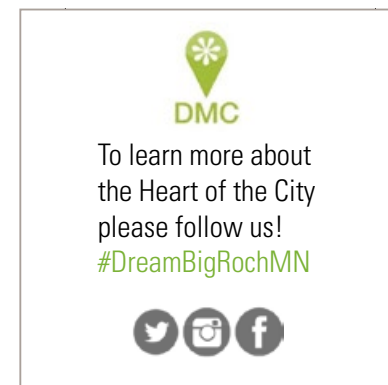


Community Engagement Meeting

“ We need to apply the idea of health and healing to the entire city. If we do that, we will be more whole.
— Rochester resident



Pop-up interview sandwich board



Connecting with the community at SocialIce, an annual winter event in downtown Rochester

The Discover Report.

At the end of the Discover Phase (Phase 1), our team compiled the site analysis findings, community responses, stakeholder feedback and urban framework research into an expansive document — the Discover Report.

This document is filled with data, quotes and overall conclusions about what the Heart of the City needs to be. It offers breadth and depth into deep metaphorical connections people had to both this place (Rochester) and to health and healing.

This report formed the baseline for the development of specific design principles. These principles guided our work on the duration of the project, and, more importantly, shaped the overall design framework of both Heart of the City and the remaining DMC projects.

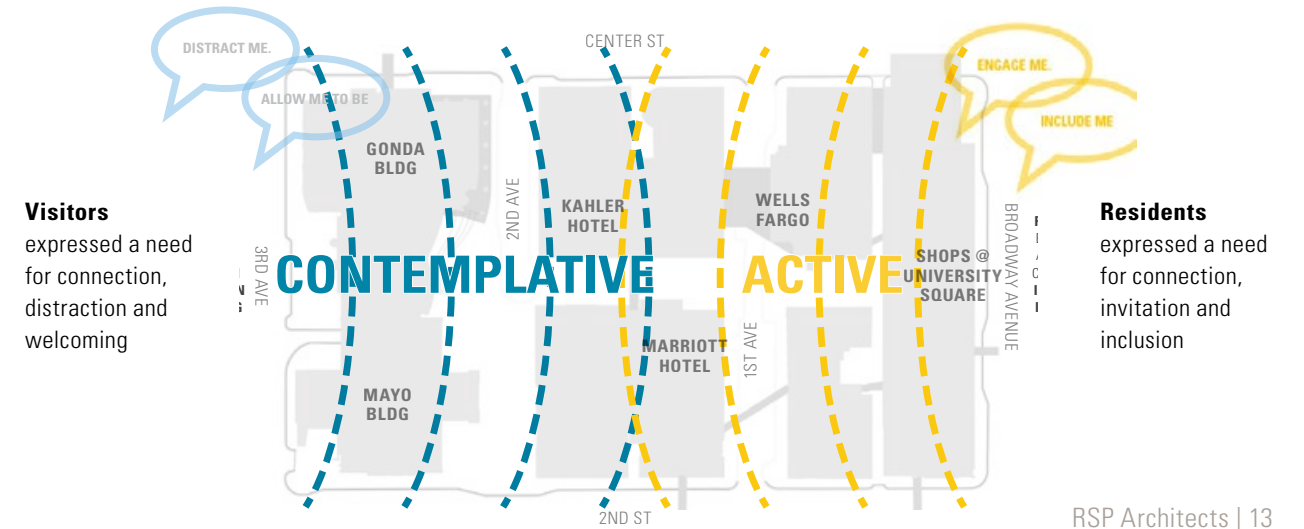
“ [The RSP team] heard from hundreds of people, from small business owners to teenagers, lifetime residents to new community members, patients to employees. Findings from the Discover Report yielded a great deal of information, questions and opportunities that will be of great value during this and future projects. But, of all the things you shared with us, what stood out most to me was that “it’s about the people.” And I couldn’t agree more.

– Ardell Brede, Mayor, City of Rochester

Mapping users and their needs.

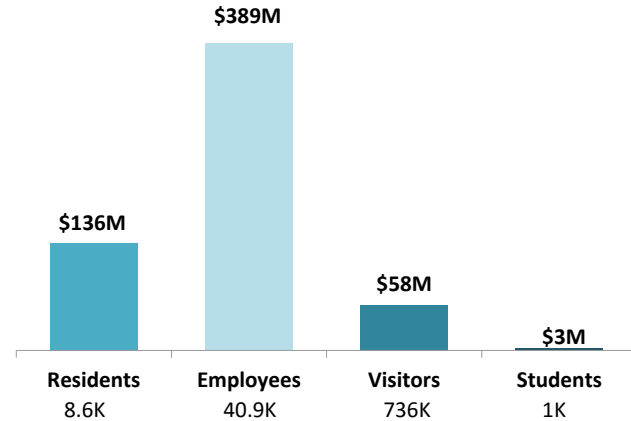


Responding to multiple user groups.

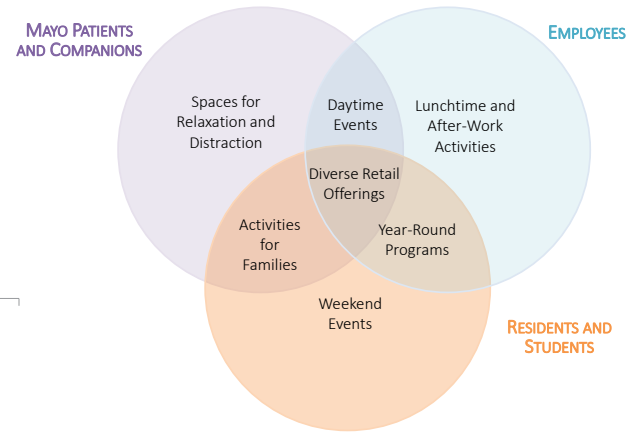


Making the business case: analyzing programming and revenue sources.

Downtown spending potential



Wants and needs of different user groups



Potential revenue sources



Earned Income

- Food & Beverage
- Retail Rents
- Ticketed Events
- Other Concessions

Contributed Income

- Sponsorship
- Philanthropy

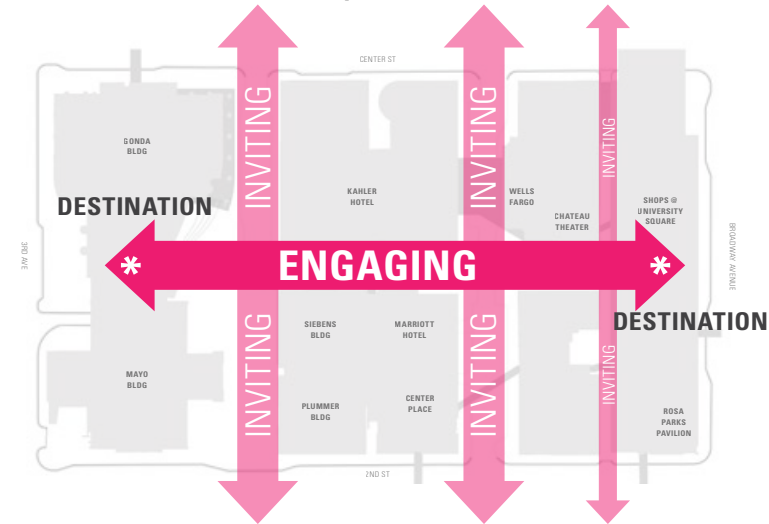
Value Capture

- Special Service District

Public Funding

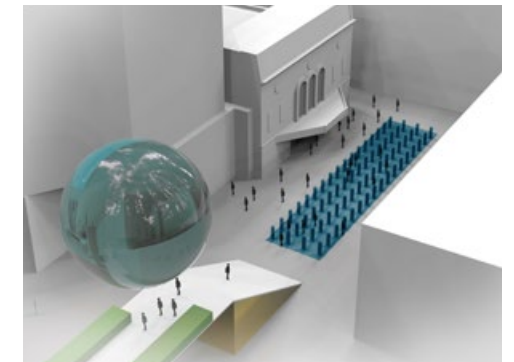
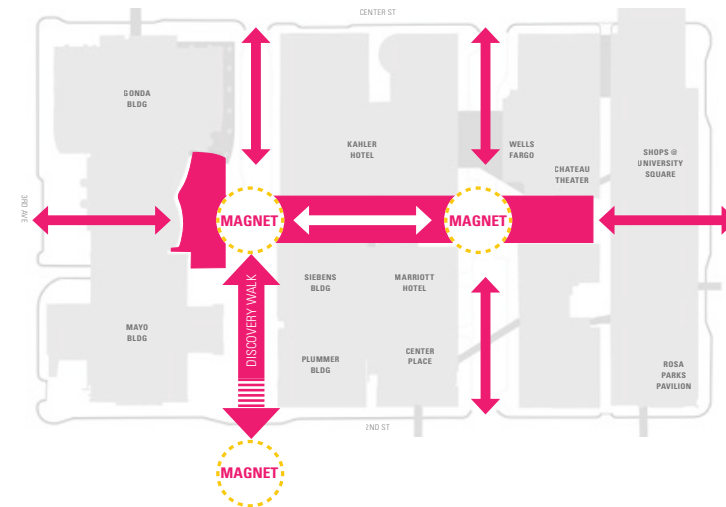
Creating a destination.

Designing an engaging central plaza



Above: The Market Plaza will host engaging public events, like a farmers market (pictured).

Introducing public art as magnets.



Above: The globe represents future public art that will draw users into the space.

Project vision + principles.

Setting the tone for a world-class public space.

Following the creation and presentation of the Discover Report, the Heart of the City Design Team created a set of design principles based on the report and its findings. **The resulting principles, listed at right, are strategic action statements that guided the duration of our design process.**

Some principles were derived straight from the Discover Report, while others were gleaned through conversations and experiences with the CAC and key stakeholders. Some principles were derived from the physical analysis of the space, or from the results of the economic and program analysis.

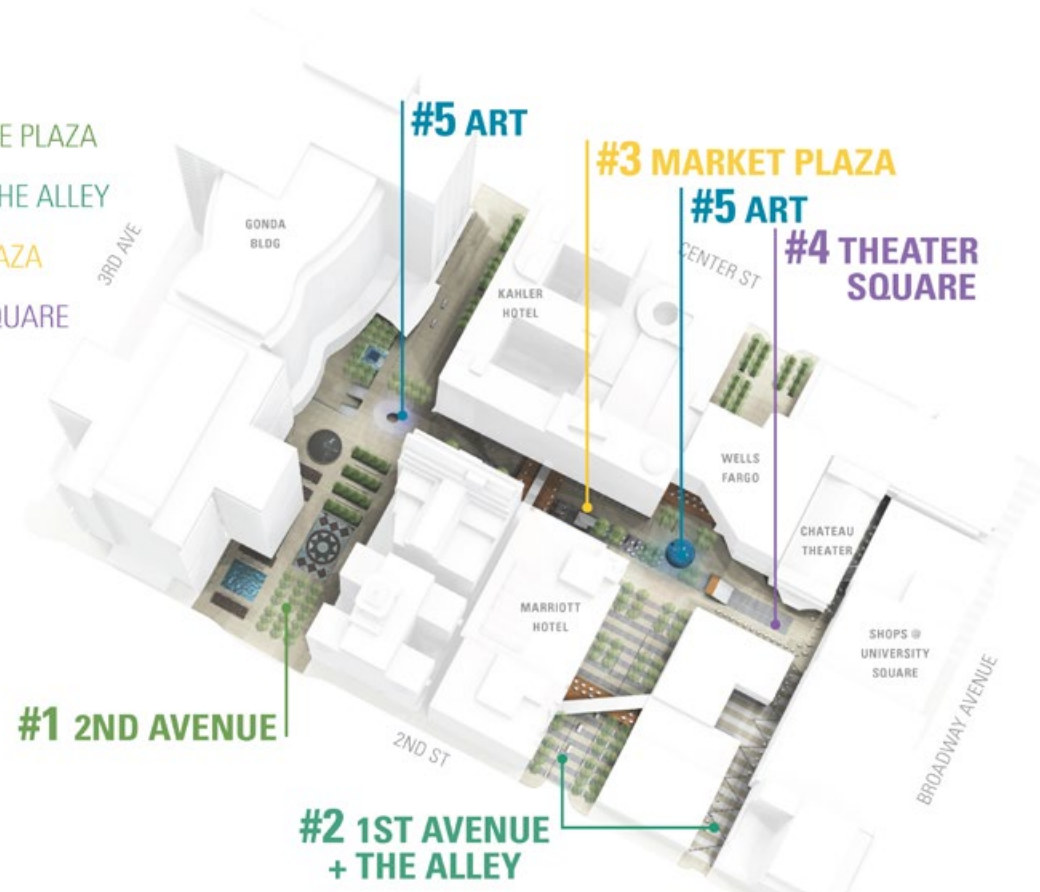
Make it Rochester.
Make it a destination.
Make it big + keep it small.
Reveal the unseen.
Make it about life.
Make it about art.
Make it about healing.
Make it inviting.
Embrace the North.
Make it bright.
Make it connected.
Make it green.

The design concept.

The design concept reflects everything our team learned during the design process — community input, stakeholder ideas, programming and revenue sources, and urban design best practices. The design deftly responds to each user group and keeps the space engaging and inviting during all seasons.

Overall Plan

- #1 2ND AVENUE PLAZA
- #2 1ST AVE + THE ALLEY
- #3 MARKET PLAZA
- #4 THEATER SQUARE
- #5 ART



Existing



Proposed

HEART OF THE CITY



Existing



Proposed



Existing



Proposed

HEART OF THE CITY



Existing



Proposed



Existing



Proposed

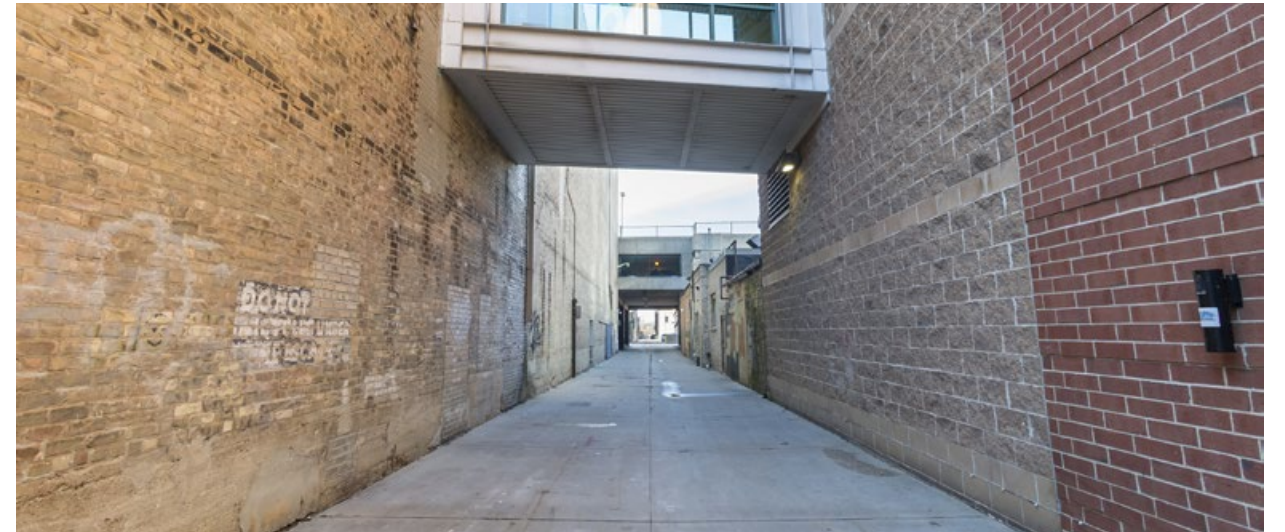
HEART OF THE CITY



Existing



Proposed



Existing



Proposed

ONE DISCOVERY SQUARE



Project 2

ONE DISCOVERY SQUARE

A catalyst for innovation.

One Discovery Square stems from a monumental vision — one that embodies the very nature of discovery. This new urban life science hub will be a catalyst for innovation, connecting Mayo Clinic experts with industry-leading researchers, entrepreneurs and start-ups. Together, they will ask questions. Solve problems. And uncover life-changing breakthroughs.

The 90,000 SF Phase 1 Building is the epicenter of Discovery Square, one of six districts in Rochester's Destination Medical Center plan. The goal is to create a vibrant innovator community that's not limited to research alone. Along with facilities designed specifically for Mayo Clinic, a variety of flexible spaces will support a vibrant innovator community. And the building's proximity to Mayo will allow for unprecedented lab-to-patient delivery.

The interior has been thoughtfully designed to encourage multidisciplinary collaboration. Outside, gathering spaces and pedestrian-friendly landscaping create a vibrant live-work-play setting.

Size: 90,000 SF

Completion: Estimated 2019

Client: Mortenson Development

Team: RSP: Architect-of-Record; HOK: Designer; Coen + Partners: Landscape and Urban Design; HR&A: Financial/Market Analysis; Meyer Borgman Johnson: Structural Engineer; Michaud Cooley Erickson: M/E/P Engineer



Project vision + principles.

Raising the bar to deliver life-changing outcomes.

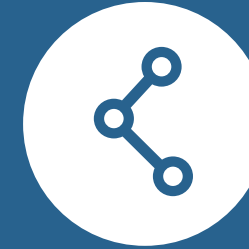
Planned as a healthcare innovation incubator, One Discovery Square will be a densely populated and highly connected health technology and life sciences hub, attracting the world's leading medical practitioners, educators, researchers and businesses.

To guide such an ambitious vision, the design team created a set of design principles to communicate the goals of the project and guide our creative thinking. These principles are closely aligned with DMC and Mortenson's vision for the building and its outcomes.



1. Celebrate science on display.

Design a modern, inviting space that welcomes stakeholders and community members to view, collaborate and partner in a world-class research environment.



2. Orchestrate "positive collisions."

Create a vibrant, thoughtful space that orchestrates innovation through "positive collisions" between practitioners, educators, researchers and businesses.



3. Be authentically Rochester.

Design a building that welcomes the community, honors and enhances its surroundings and becomes the postcard image for America's City for Health and Wellness — DMC's ultimate goal.



4. Become the center of gravity.

Dynamically program and activate the building and surrounding space so that it becomes the center of gravity for the district's live, work and play atmosphere.



5. Set the precedent for future growth.

Catalyze interest in, launch the ecosystem of, and become the epicenter of Discovery Square, sparking the acceleration of research, discovery and delivery.



6. Stimulate patient-centric discovery.

Provide an environment that stimulates discoveries, puts the patient first and accelerates the translation of research from bench to bedside.

More than just a building. It's something entirely new.

Developed by Mortenson, this first-phase health technology and life sciences building will establish a new address for medical breakthroughs, providing tenants with unique opportunities for collaboration, chance encounters and speed-to-market support they can't get anywhere else in the world.

This is the only integrated ecosystem where strategic collaborators can directly interface and leverage world class Mayo Clinic expertise, facilities and capabilities to expedite biomedical innovation into clinical practice.

“ **Discovery Square will be the place where Minnesota's next generation of medical start-ups will want to be.** It will create new opportunity for jobs, innovation, and economic growth, and represents a major step toward fulfilling our mission of building America's City for Health ... This is great news for Rochester and our state.

– **Tina Smith, Minnesota U.S. Senator;
former DMC Board of Directors chair**



Amenities

- Professionally programmed to ensure professional and social interaction between tenants
- Infrastructure for wet labs, dry labs and GMP facilities
- Collaborative team space
- Multiple shared conference rooms per floor
- On-site cafe
- Access to retail, restaurants, hotels and professional services

Access to Mayo Clinic Core Services

- Genome Analysis
- Cytogenetics
- Proteomics
- Immunochemical Lab
- Metabolomics
- Microscopy and Cell Analysis
- Nuclear Magnetic Resonance
- X-Ray Imaging



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