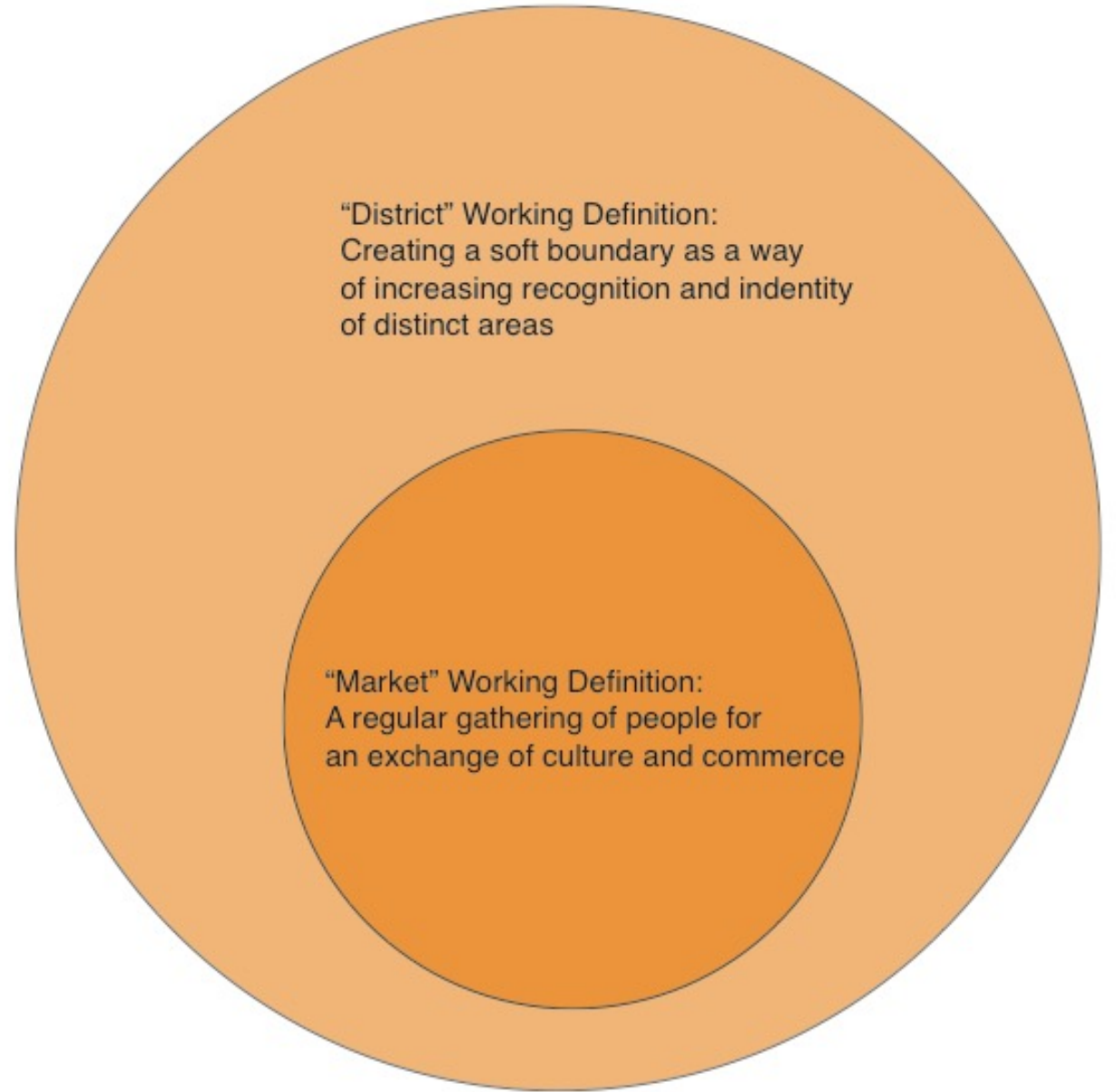


Market District Work Group Summary

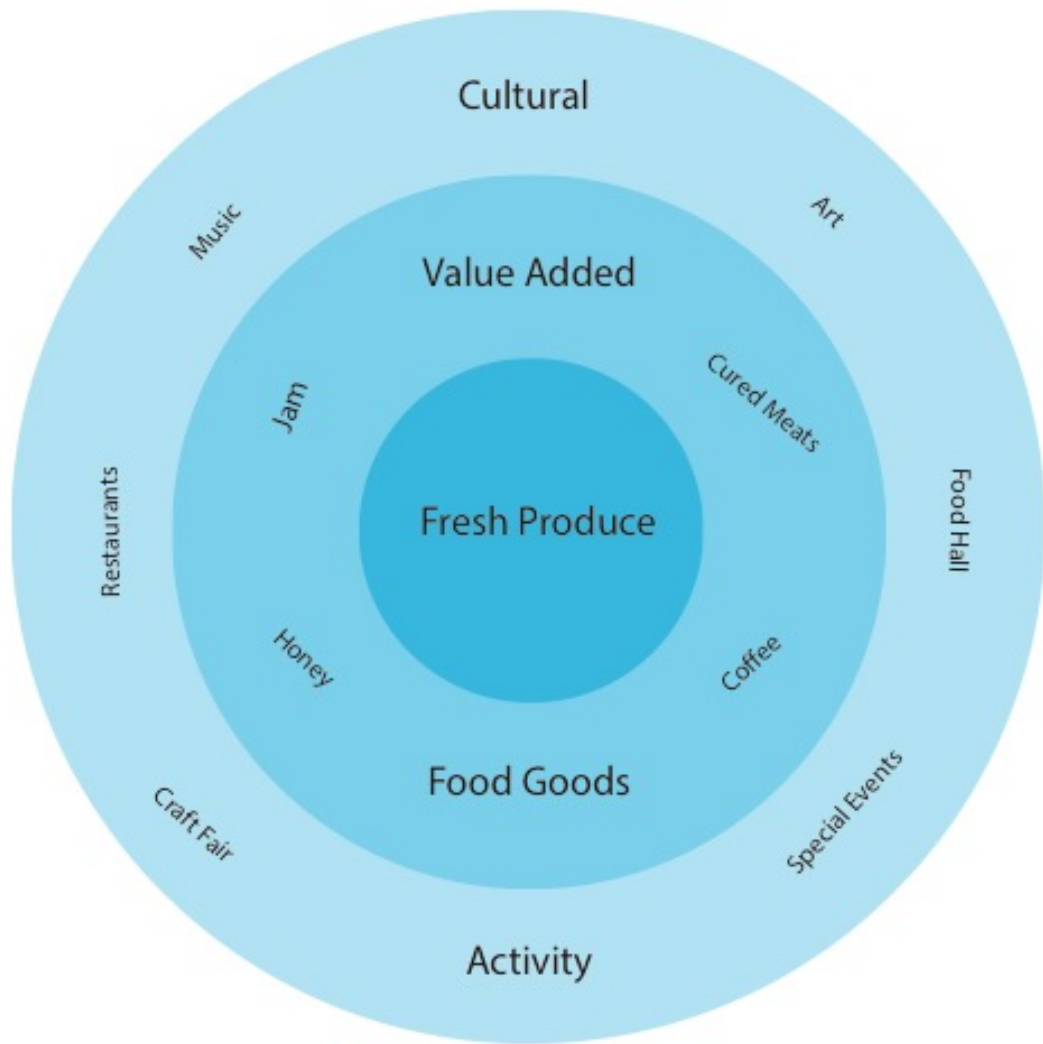
Quick Overview

- Convening for 6 months at Parallel
- Representatives from Metro Transit, City of Minneapolis, UMN Design Center, Private Sector, Property Owners, Hennepin County, NuLoop Partners, Farmers Market
- First 3 months meetings focused on orientation of area, key timings, strengths, weaknesses, threats, opportunities, etc.
- Meetings 3-4 presentations from Hennepin County Area Planning, City of Minneapolis 2040 Comprehensive plan, Neal Reardon ESG Architects on prior visioning work and studies commission by City of Minneapolis
- Conducted Urban Design Workshop with walking tour and charrette

What is a Market District?







Urban Market Context









Urban Design Workshop:

Visioning 5 years 10 years 15 years







Common Emerging Themes

- What is a Market District? Both leveraging and expanding beyond the Farmers Market
- Since development is highly likely, who is the user or use that spurs / initiates private development or visible change beyond LRT development assets?
- Programming and soft infrastructure will help better define the area and build distinctiveness prior to construction of any new buildings
- Need to better tie in arts, music, culture to build a more dynamic market experience

Next 6 months

- Continue Monthly Work group of stakeholders
- Build consensus around key principles / values as framework for district to build distinctiveness
- Establish key actions over the next 3-5 years to increase likelihood the district maintains vitality
- Anticipate how development and market forces will shape the area

Two Considerations:

How does this area become a continuation of the energy and growth we have seen in North Loop while acting as bridge for equity and economic development for the broader community of North Minneapolis?

As market interest and market forces ramp up, how are we as leaders ensuring that we are increasing density of creativity and culture at the same time as density of space?

(and yes, leaders...we will be knocking on your door in the next six months to ask for your engagement in this work!)