

OAK LAKE PARK MARKET SITE

- A-B-C MARKET SPACE
- D PARKING FOR LARGE TRUCKS AND TRAILERS
- E PARKING FOR SMALL TRUCKS AND CARS
- ⊙ PROPERTY TO BE ACQUIRED

Root District

art.food.culture.

Welcome to the Root District.

This is where we grow, create, and experiment.

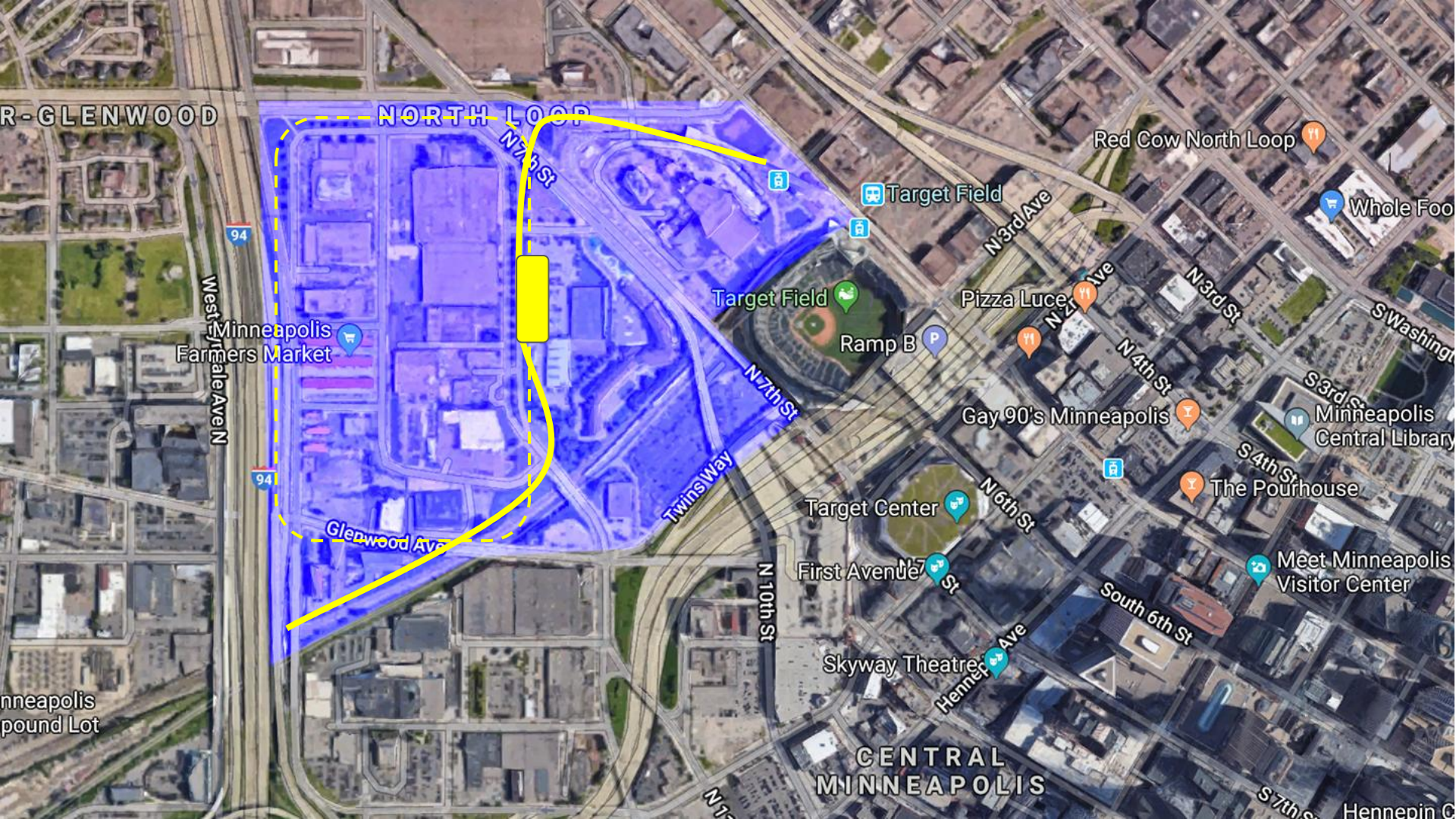




Why Root?

A root is something tangible and physical.
It is organic, holds form, provides stability to
what has been established and what is emerging.

Our roots come from connectedness to one another
and the place we create.



R-GLENWOOD

NORTH LOOP

94

West 7th St
Glenwood Ave

Minneapolis
Farmers Market

94

Glenwood Ave

N 7th St

Twins Way

N 10th St

Target Field

Target Field

Ramp B

Target Center

First Avenue

Skyway Theatre

CENTRAL
MINNEAPOLIS

Red Cow North Loop

Whole Foods

Pizza Luce

Gay 90's Minneapolis

Minneapolis
Central Library

The Pourhouse

Meet Minneapolis
Visitor Center

South 6th St

Hennepin Ave

Hennepin C



Our Opportunities

Establish sustainable development at district scale.

Stewarding resources toward equitable growth.

Leverage creativity to build a distinctive place.

Brand Framework

Brand Idea
Building a resilient place

Purpose: Assembling density of creativity, space & meaning

Brand Promise: Inspire creativity, create connection

Core Values & Principles

Climate: We understand ecological systems are in decline. We will take action to minimize our impact on the planet while acting as a model for future development.

Equity: We believe diverse communities are more resilient and dynamic. We are committed to being proactive in seeking out solutions and partners to achieve diversity, equity, and inclusion.

Creativity: Experimentation, Risk, and Creativity are signs of vitality. We don't shy away from bold thinking or the unknown. We ask questions, are curious, and keep the creative spirit alive.

Org culture: Innovation & achievement, creativity & connection

Archetype: Creator
Creator brands love seeing ideas take shape. They draw on their skill and vision to create things that are meaningful, special, and of enduring value.

Persona: Authentic, ambitious, visionary

Tone: Sincere, enthusiastic, captivating

Equity Symbols: Light & open spaces

Image: Creative catalyst, innovator

The Need
Connection & Curiosity
so we can grow

Our Work

Assembling density of creativity, space, and meaning



Vision

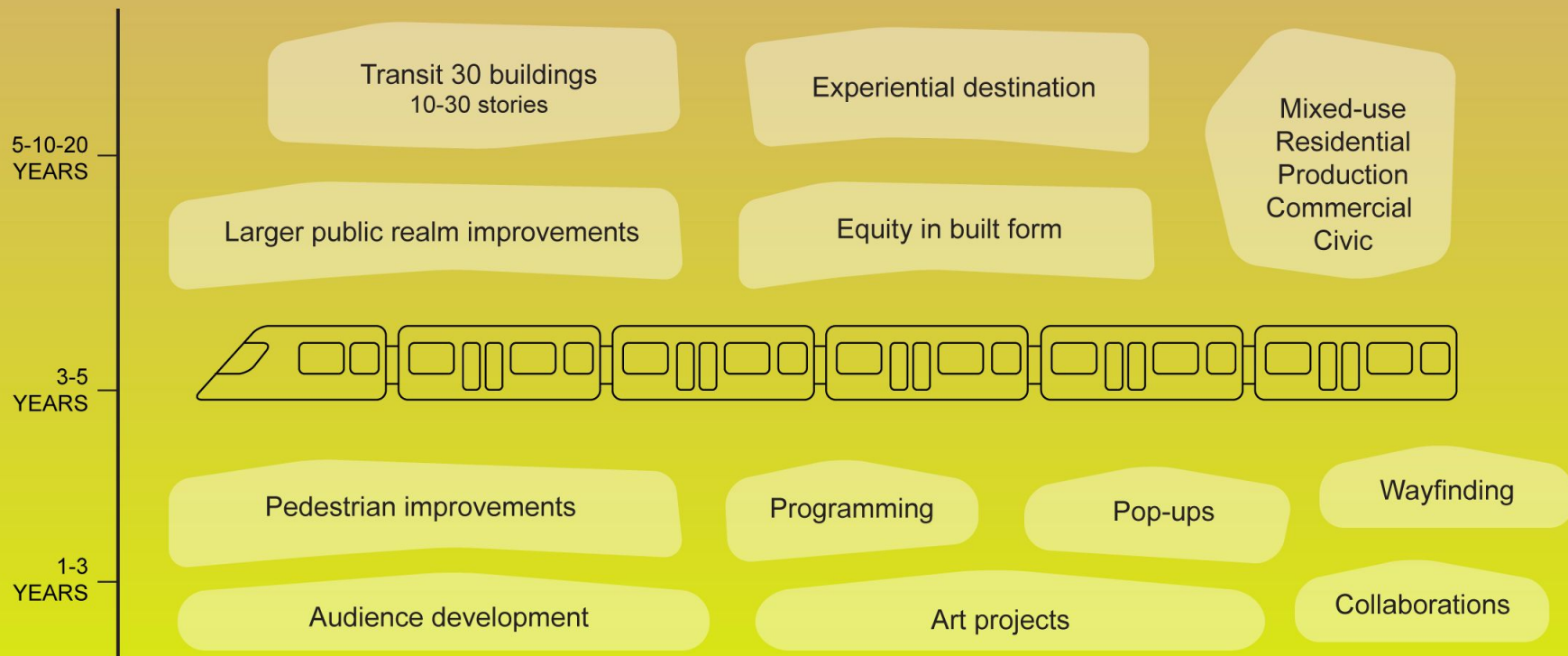
Conceptual Framework
10 - 20 year arc

Action

Experiences and projects as
expressions of our vision

Vision Work

Ambitious – Aspirational – Deep Planning

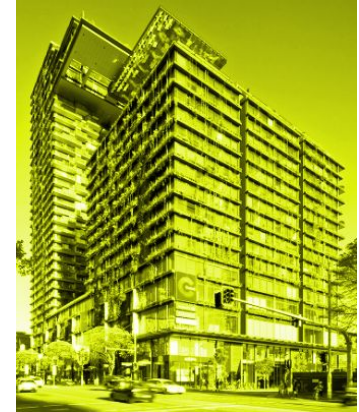


Action Work

Low Cost – Low Barrier – Small Actions that Build Momentum

Built Environment

Climate, Equity, Creativity



Net Zero District Concept / Affordable Housing / Maker Incubator / Artisan Production / Commercial Land Trust /
Performance Venue / Farmer's Market Re-development / Aesthetic Upgrades / Adaptive Re-use

3 Year Implementation Strategy

Action Work

1. Wayfinding & Pedestrian Improvements
2. Programming: Art, Food, Culture
3. Brand Building Effort
4. Interactive District Overview Display (can live @ Parallel)

Vision Work

1. Identity and Distinctiveness Development Guide (Creativity Task Force)
2. District Wide Public Realm Improvement Recommendations
3. Climate and Equity Task Force
 - a. Climate Related Analysis
 - b. Equity Related Analysis
4. Economic and Market Development

Structure

Quarterly Stakeholder Meetings

Ongoing Task Force Focus Groups

Organizations



District Organizations

Hennepin Made

Parallel

Holden Room

Designer Marketplace

Downtown Dogs

Minneapolis Farmers Market

Farmers Market Annex

The Fish Guys

United Noodle

MN Ballpark Authority

City of Minneapolis

Sharing and Caring Hands

Catholic Charities

Target

Unleashed Hounds and Hops

Northern Lights

Hennepin County

Artistic Programming

Northern Lights

Economic Development

City of Minneapolis

Hennepin County

Community Development

NuLoop Partners

North Loop Neighborhood

Association

West Market Business

Association

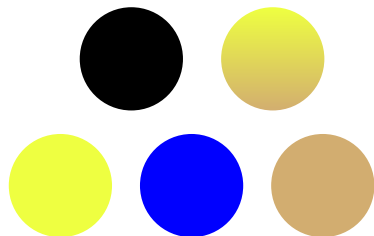
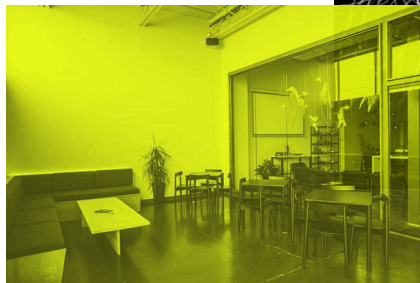
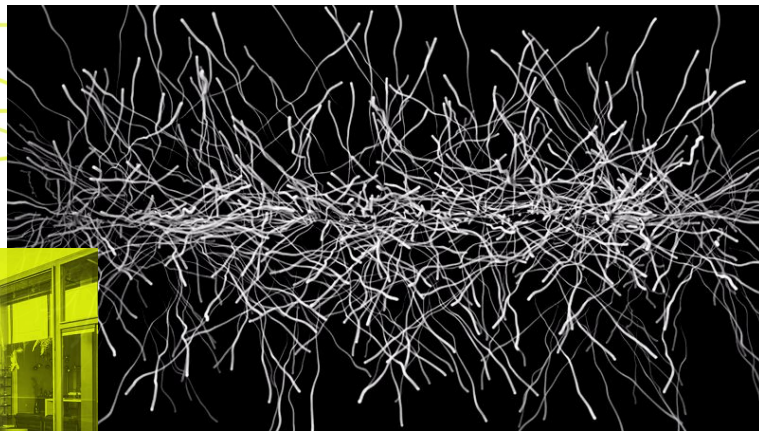
Brand elements

Root District

art.food.culture.

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Primary Typeface
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface
abcdefghijklmnopqrstuvwxyz
1234567890

