



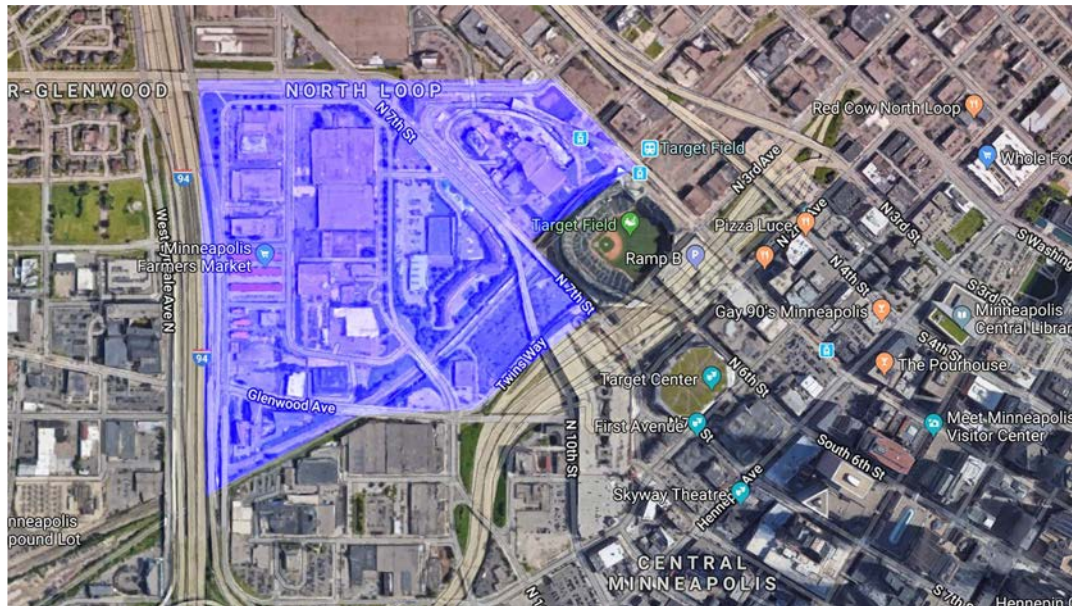
Root District

art.food.culture.

Progress Update
NuLoop Partners Annual Meeting
7.28.2020



Overview



Anchored by the Minneapolis Farmers Market and the forthcoming Southwest LRT Royalston Station, the Root District is comprised of an area approximately 30 acres in size.

This area adjacent to Target Field will provide for one of the best opportunities in Minneapolis over the next 25 years for innovative development at a district scale that has the potential to harness the power of food, art, and culture.



Mission & Vision

(working draft statement)

The Root District is a place to achieve racial and socio-economic diversity. Our mission is to engage deeply in the urban dynamics that interact simultaneously with social and market driven forces and create more equitable, creative, sustainable, reparative, and regenerative outcomes. We believe cultural and artistic exchange connects people to place and one another.

We support farmers and artists to use the district as an experimental model to educate and inspire our community. The Root District facilitates attracting and nurturing talent, promoting economic opportunity, and fostering civic engagement. This is the place where we co-create through experimentation, invention, and exploration of the future.



Expanding the Dialog

Leadership Circle:

Amanda Nonnemacher HGA Architects, Sustainability Operations Leader

Dan Collison, NūLoop Partners Executive Director, mpls downtown council Director Downtown Partnerships

Denetrick Powers, Director of Real Estate Development as NE00 Partners

Fernando Burga, Assistant Professor-Master of Urban and Regional Planning Program,
Humphrey School of Public Affairs, University of Minnesota

Gordy Stofer, Vice President, Capital Markets, United Properties

Jackson Schwartz, Co-Owner, Hennepin Made

Jamil Ford, President, Mobilize Design Architecture

Jeff McMenimen, Senior Associate at Damon Farber Landscape Architects

John Slack, Senior Landscape Architect/Urban Designer, Perkins + Will

Nick Koch, Chair, NūLoop Partners, Emeritus, HGA Architects

Tom Fisher, Director, Minnesota Design Center, University of Minnesota

Tim Griffin, Senior Research Fellow, Minnesota Design Center, University of Minnesota

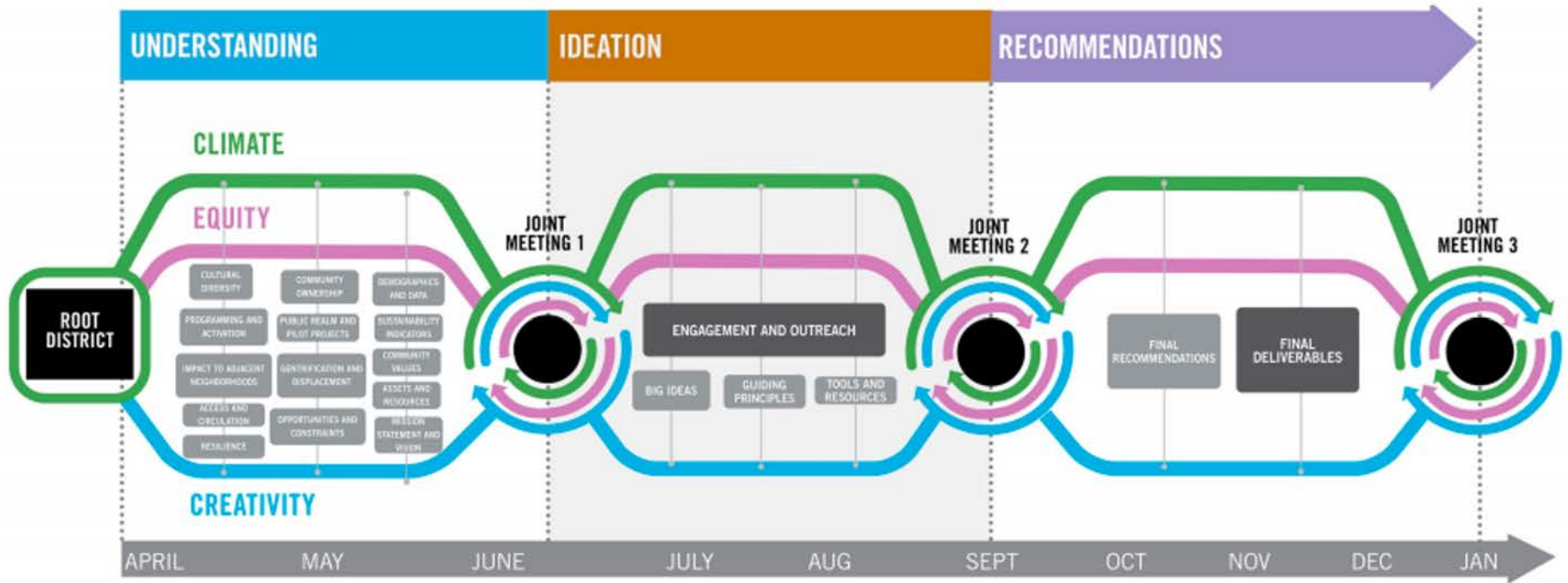
Wendy Underwood, Vice President, Social Justice Advocacy & Engagement, Catholic Charities

Yordanose (Yordi) Solomone, Equitable Engagement Manager, Metro Blooms



Process

Work Group Clients Family Creativity



Action on the ground.

Mural Project with JXTA Arts



Project Overview

As a tangible step in building bridges, inspiring creativity and demonstrating change, we are pursuing the creation of several murals in the Root District through a partnership with JXTA Arts

JXTA Arts is the Northside MPLS non-profit that focuses on youth development and urban engagement primarily through their youth apprenticeship programs. They are a black led organization that has been on the forefront of cultural production for 25 years.



Project Scope

3 Sites spread out along Border Ave encourage pedestrian activity

\$29,500 Mural Production

\$500 Documentation

\$30,000 Total Budget



Potential Sites



Cintas Building : Gateway to Root District from Olson Memorial Hwy

Status: Outreach to owner and tenant



AOP Building: Large canvas facing South to Farmers Market

Status: Owner and tenant have expressed interest in participating



Dog Spa Building: Large canvas facing North to Farmers Market

Status: Owner and tenant have expressed interest in participating

4



City Building: Large canvas facing Holden St and visible from I-94 overpass

Status: Outreach to City needed

5



City Building: Large canvas facing Southwest LRT line and Cedar Lk Trail.

Status: Future Site, next phase

6



Salmen Site: Retaining wall adjacent to Farmers Market and Target creative studio.

Status: Future Site, next phase





1



Cintas Building : Gateway to Root District from Olson Memorial Hwy

Status: Outreach to owner and tenant

2



AOP Building: Large canvas facing South to Farmers Market

Status: Owner and tenant have expressed interest in participating

3



Dog Spa Building: Large canvas facing North to Farmers Market

Status: Owner and tenant have expressed interest in participating

2020 Sites



**THE
ROOT
DISTRICT**

**Mural Display
Activations
(Mood Board)**



www.juxtaposition.org



Cultural production and programming will be essential in bringing more vibrancy to the district leading up to Southwest LRT opening.



Project Timeline

June - Mid August 2020 Presentations and Fundraising

Presenting to: North Loop Neighborhood Association, NuLoop Partners, North Loop Livability

Additional Audiences: Farmers Market, Farmers Market Annex, Unleashed Hops and Hounds, Target Creative Studio, Parallel, Hennepin Made, possible Kickstarter Campaign if needed.

Late August - September 2020 Mural Production and Promotion

Production: Goal to have some production occur on weekends to further build On energy around the Farmers Market and add a new activation Of public space

Documentation: Production and assembly of documentation for communication

Promotion: Digital Outreach through private and public groups, press effort For local and regional press



Fundraising Status & Ask

Commitment:

MN Ballpark Authority \$7500

Great River Energy (HERC) \$7500

Expressed Interest:

- United Properties

- Neighbors for North Loop Livability

- North Loop Neighborhood Association

If you have interest in sponsoring please connect. Contributions will be facilitated through Downtown Council's Vibrant and Safe initiative.

Gofundme forthcoming, goal is Aug. 15th to have funds raised to move forward.



Root District May 8th 2020

