Root District

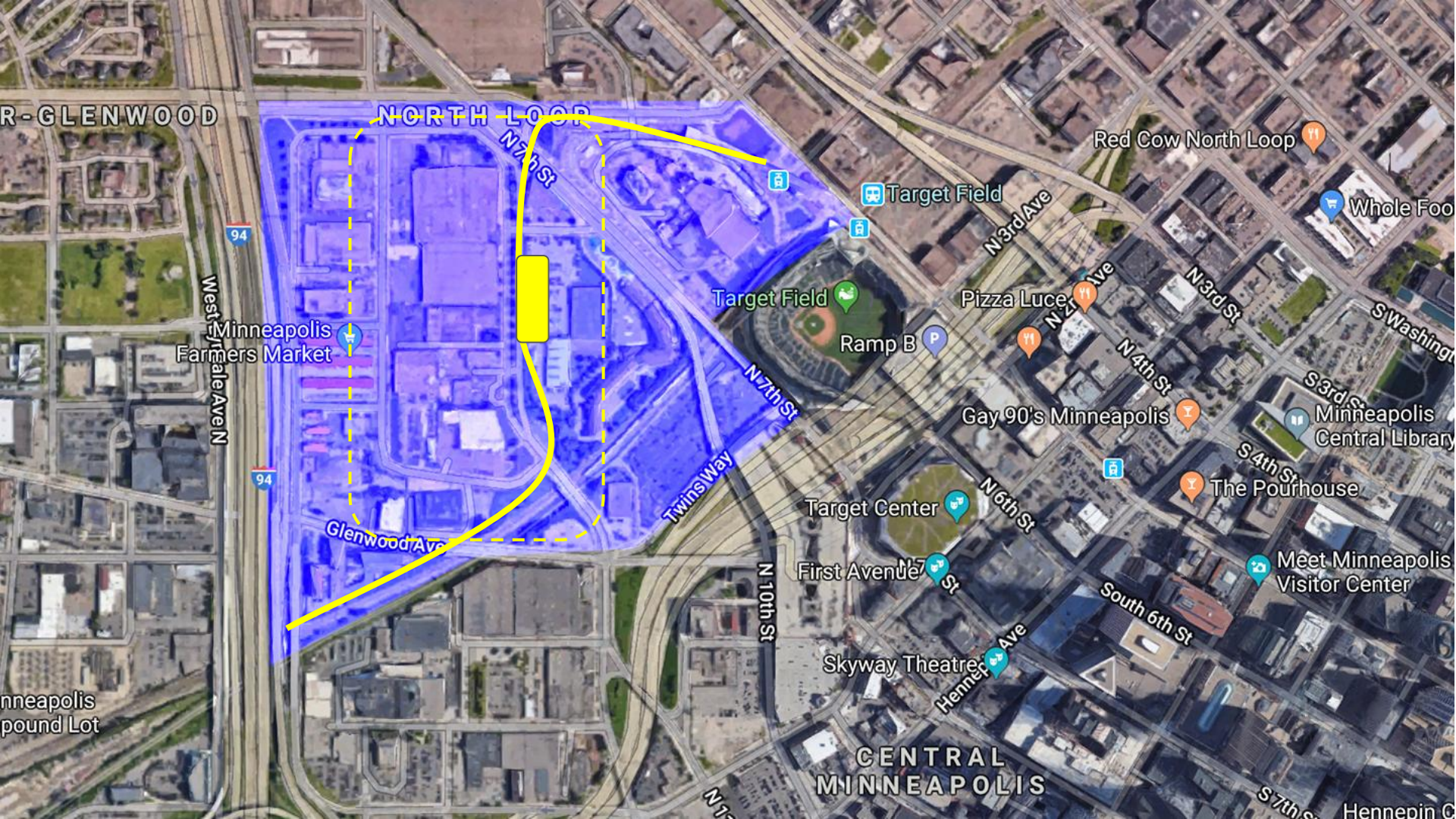
art.food.culture.

NuLoop Partners Update
11/20/2020

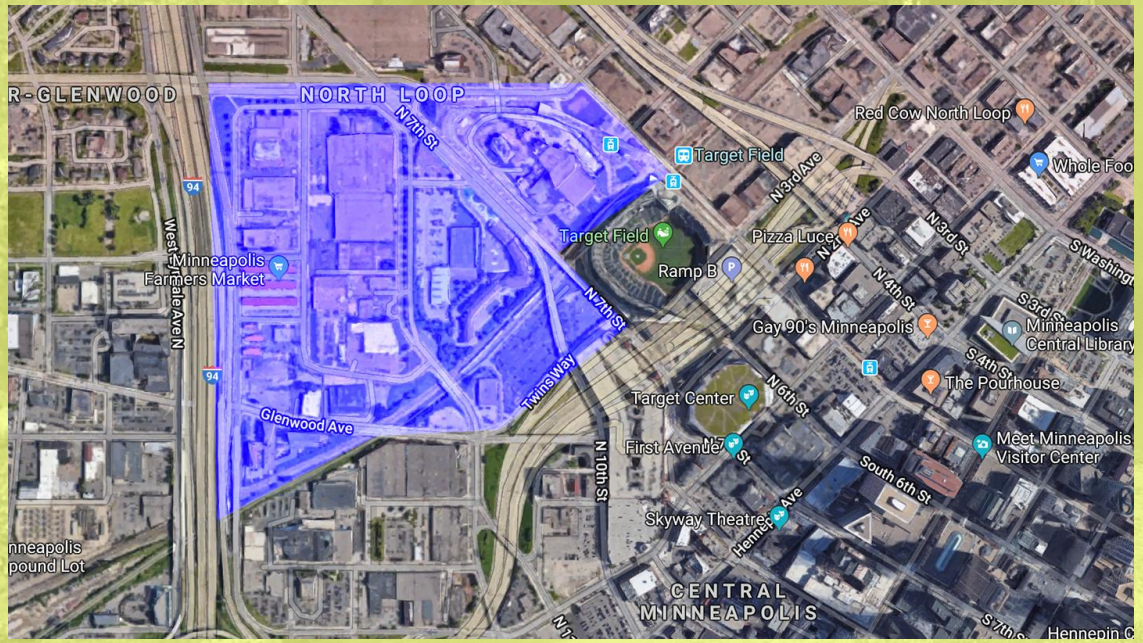
1. Overview
2. Goals and Opportunity
3. Work & Process
4. Key Findings & Challenges
5. Moving Forward: 2021 and Beyond

Welcome to the Root District.

This is where we grow, create, and experiment.


NORTH LOOP
R-GLENWOOD
N 7th St
Target Field
Red Cow North Loop
Whole Foo
N 3rd Ave
Target Field
Pizza Luce
N 3rd St
S Washingt
Minneapolis
Farmers Market
Ramp B
N 4th St
N 7th St
S 3rd St
Gay 90's Minneapolis
Minneapolis
Central Library
West Broadway Ave N
94
S 4th St
The Pourhouse
Twins Way
N 6th St
Target Center
Glenwood Ave
First Avenue
N 10th St
Meet Minneapolis
Visitor Center
South 6th St
Skyway Theatre
Hennepin Ave
nneapolis
pound Lot
CENTRAL
MINNEAPOLIS
S 7th St
Hennepin C

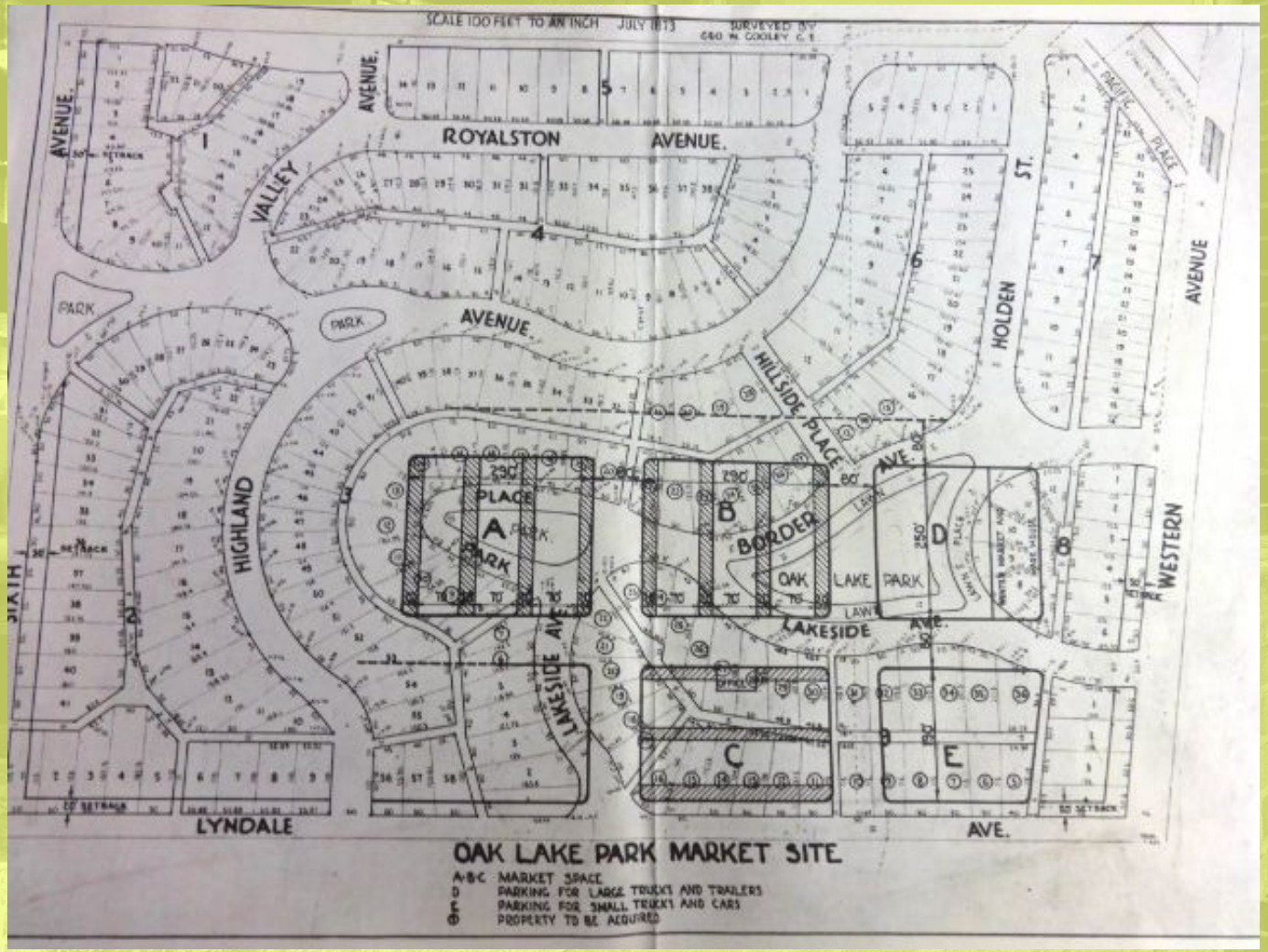
Overview



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 and equitable development at a district scale that has the potential to harness the power of food, art, and culture.

Overview


SCALE 100 FEET TO AN INCH JULY 1913
ROYALSTON AVENUE.
VALLEY AVENUE.
HIGHLAND AVENUE.
HILLSIDE PLACE
HOLDEN ST.
WESTERN AVENUE
LAKESIDE AVE.
LYNDALE AVE.
BORDER AVE.
PARK
PLACE
OAK LAKE PARK
A
B
C
D
E
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

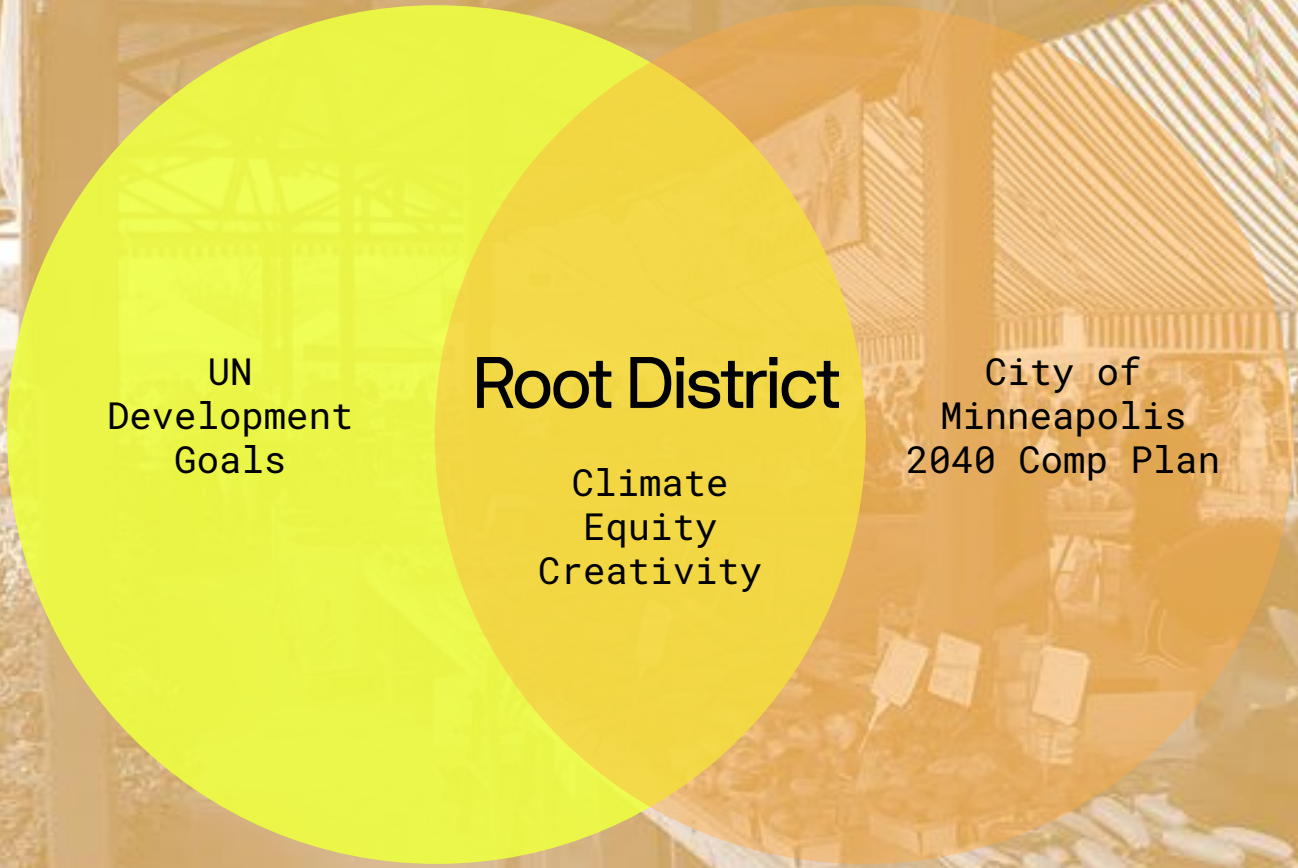
Our Opportunities

Establish sustainable development at district scale.

Stewarding resources toward equitable growth.

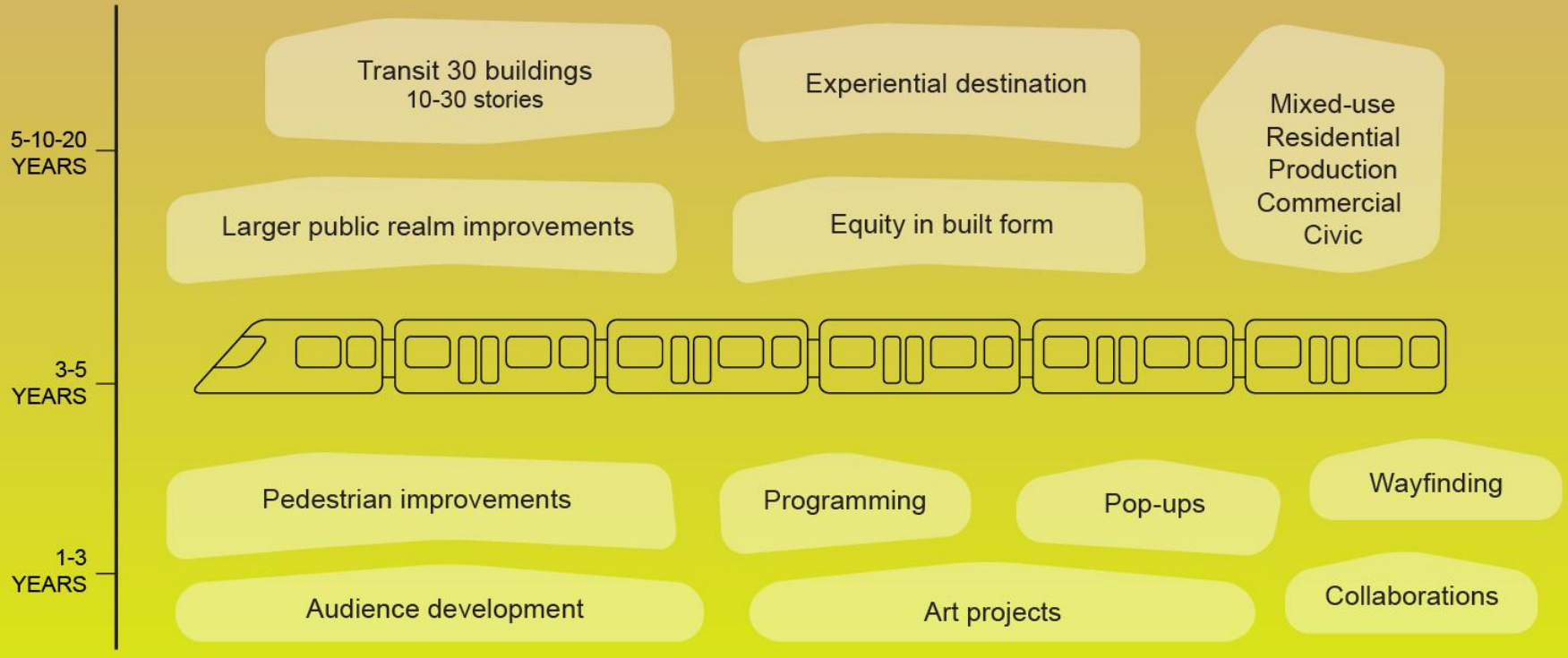
Leverage creativity to build a distinctive place.

Shared Goals



Vision Work

Ambitious – Aspirational – Deep Planning



Action Work

Low Cost – Low Barrier – Small Actions that Build Momentum

The Work

Meeting Cycles	Monthly Meeting Work Groups	Every 6-8 weeks Leadership Circle	Ongoing Task Force Meetings - Mission Statement and Community Outreach
Work Groups	**Amanda Nonnemacher** **HGA Architects** **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.	**John Slack** **Perkins and Will** **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.	**Jeff McMenimen** **Damon Farber Associates** **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.
Facilitator/ Initiator	UMN Design Center	Lead: Tim Griffin Lead: Fernando Burga	Support: Tom Fisher

Two Task Forces

Mission Statement + Principles for an Equity Framework + Shared Language

Purpose: Bring clarity and scope to the mission statement and its highly important terms such as equitable, creative, sustainable, reparative and regenerative.

Community Engagement

Purpose: To refine the community engagement process that has been created by the leadership round table, and to facilitate the process as fitting to the arch of the outreach.

Task Forces

Mission Statement + Principles for an Equity Framework + Shared Language

Purpose: Bring clarity and scope to the mission statement and its highly important terms such as equitable, creative, sustainable, reparative and regenerative.

- **Fernando Burga**, Assistant Professor-Master of Urban and Regional Planning Program, Humphrey School of Public Affairs, University of Minnesota
- **Tim Griffin**, Senior Research Fellow, Minnesota Design Center, University of Minnesota
- **Josh Katan**, Minneapolis United Soccer Club
- **Dan Collison**, NūLoop Partners Executive Director, mpls downtown council Director of Downtown Partnerships.

Community Engagement

Purpose: To refine the community engagement process that has been created by the leadership round table, and to facilitate the process as fitting to the arc of outreach.

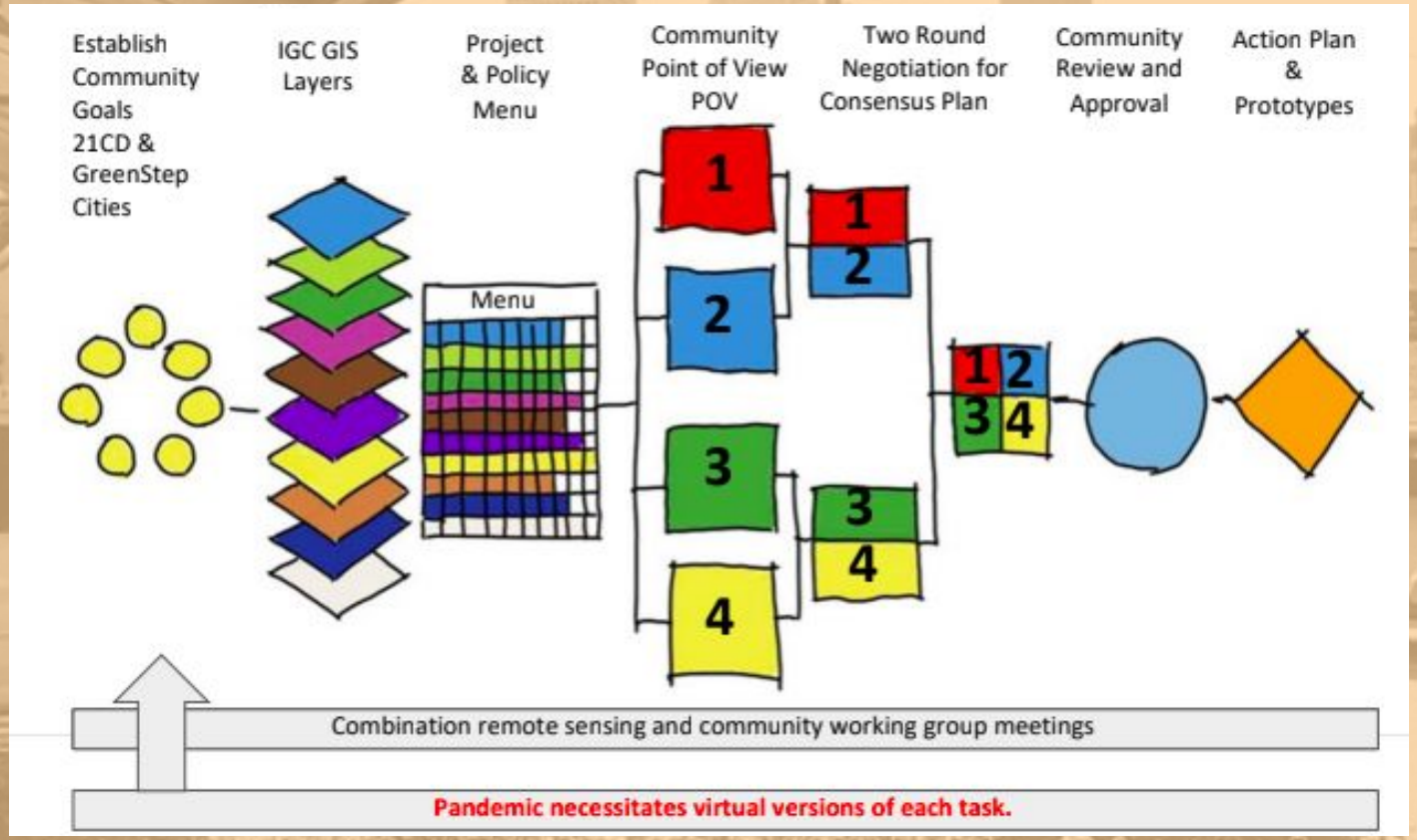
- **Tim Griffin**, Senior Research Fellow, Minnesota Design Center, University of Minnesota
- **Bryant Hughes**, Partner, Authentic Form & Function
- **Alex Johnson**, Founder, Development Tracker
- **Denetrick Powers**, Director of Real Estate Development as NEOO Partners
- **Ben Shardlow,** Director of Urban Design, Downtown Improvement District
- **Jeff McMenimen**, Senior Associate at Damon Farber Landscape Architects
- **David Higgins**, Vice President, Development, McGough
- **Dan Collison**, NūLoop Partners Executive Director, mpls downtown council Director of Downtown Partnerships
- **McKenzie Erickson**, Activation Consultant
- **Robbie Seltzer**, Environmental Design Lab Lead, Juxtaposition Arts

Expanding the Dialog

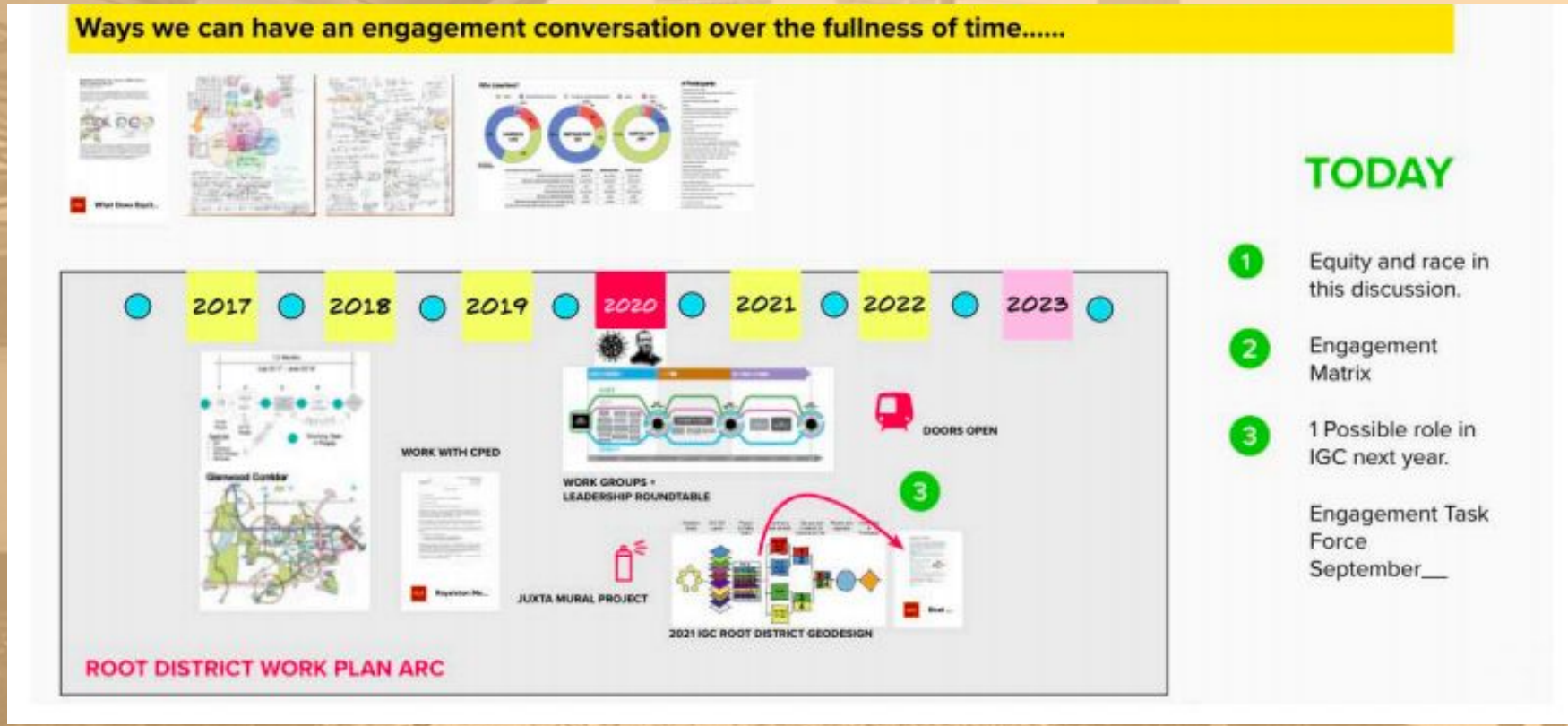
Leadership Circle

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 NEOO 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

D4CR Geodesign Process



Root District Community Engagement



Key Findings & Challenges

1. We are finding the edges where idealism and reality meet.

If we are arriving in the right space, the important space, it is a space of conflict and negotiation that has the potential to lead to intricate, complex, and more productive outcomes.

Climate: What are the limits to what we can build and still have the market ROI timelines support it?

Equity: Is it possible to have equity in the built form at the density desired without partnerships?

Creativity: How does art and cultural vibrancy not just speed up the gentrification process?

What does actionable idealism look like?

Key Findings & Challenges

2. Community Engagement is critical and also challenging during a pandemic.

> *Community Engagement will need to go at the speed that allows for diverse audience perspectives to be included.*

We will be determining modes and processes for ongoing community engagement in 2021 and beyond.

Key Findings & Challenges

3. Uncertainty and Risk are necessary in both process and outcomes.

These elements have been and will be continually present.

There is a greater risk of not achieving equitable outcomes than there is on not having market investment.

Moving Forward

Exploration with Pillsbury United Communities

Justice Built Communities (JBC) is a community development corporation and community quarterback.

JBC will convene stakeholders across sectors and prioritize comprehensive approaches to neighborhood revitalization that will prevent gentrification and displacement while driving enterprise development & wealth creation in BIPOC communities of greater Minneapolis.

Moving Forward

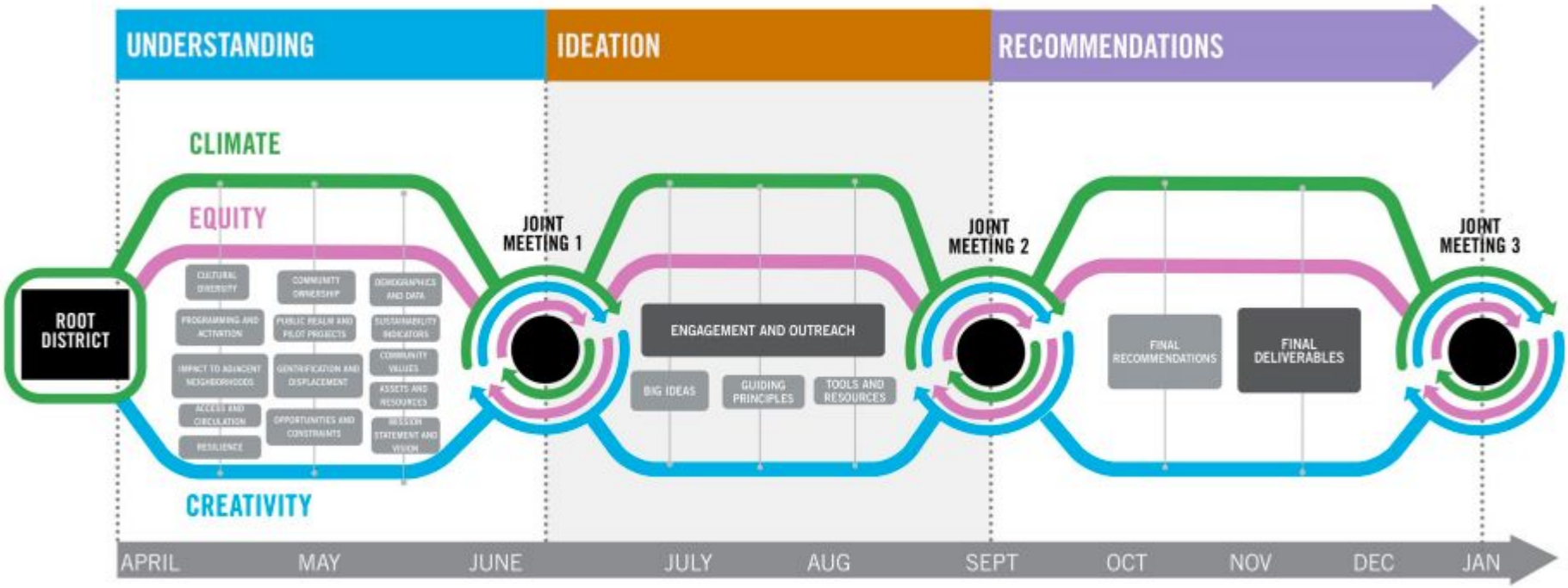
Cultural production and programming will be essential in bringing more vibrancy to the district leading up to Southwest LRT opening.

Moving Forward

Action on the Ground: Spring 2021

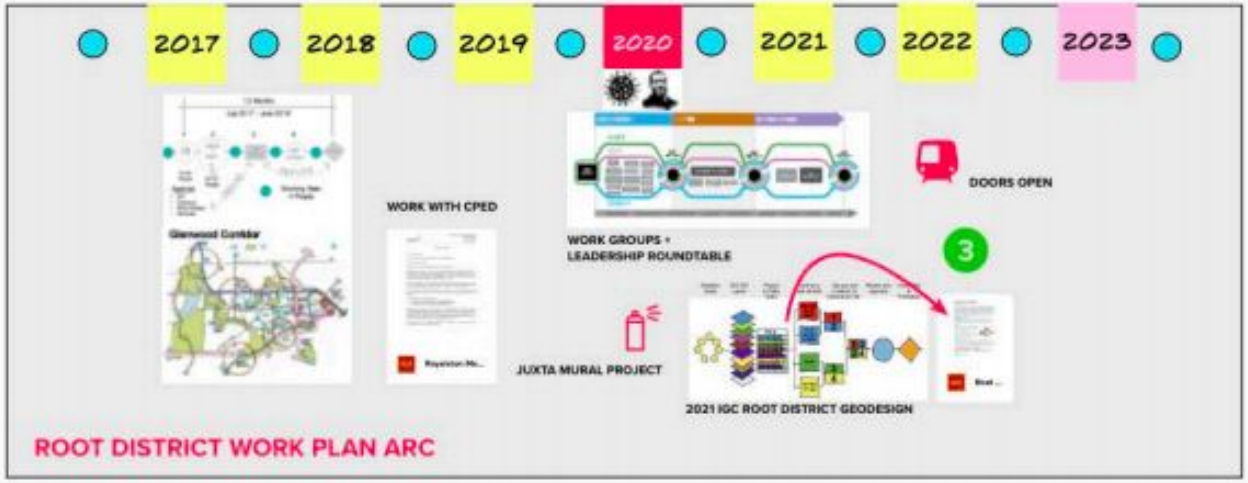
Mural Project with Juxta Arts
$26,000 Raised through Sponsors

MN Ballpark Authority, NLNA, Great River Energy (HERC), United Properties, Neighbors for North Loop Livability


UNDERSTANDING
IDEATION
RECOMMENDATIONS
CLIMATE
EQUITY
CREATIVITY
ROOT DISTRICT
CULTURAL DIVERSITY
COMMUNITY OWNERSHIP
DEMOGRAPHICS AND DATA
PROGRAMMING AND ACTIVATION
PUBLIC REALM AND PILOT PROJECTS
SUSTAINABILITY INDICATORS
IMPACT TO ADJACENT NEIGHBORHOODS
GENTRIFICATION AND DISPLACEMENT
COMMUNITY VALUES
ASSETS AND RESOURCES
ACCESS AND CIRCULATION
OPPORTUNITIES AND CONSTRAINTS
MISSION STATEMENT AND VISION
RESILIENCE
JOINT MEETING 1
ENGAGEMENT AND OUTREACH
BIG IDEAS
GUIDING PRINCIPLES
TOOLS AND RESOURCES
JOINT MEETING 2
FINAL RECOMMENDATIONS
FINAL DELIVERABLES
JOINT MEETING 3
APRIL
MAY
JUNE
JULY
AUG
SEPT
OCT
NOV
DEC
JAN

Root District Community Engagement

Ways we can have an engagement conversation over the fullness of time.....



TODAY

1. Equity and race in this discussion.
2. Engagement Matrix
3. 1 Possible role in IGC next year.

Engagement Task Force September__

Root District Leadership Round Table

Amanda Nonnemacher, HGA Architects, Sustainability Operations Leader
Dan Collison, NūLoop Partners Executive Director, mpls downtown council Director of Downtown Partnerships
Denetrick Powers, Director of Real Estate Development as NEOO 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
Tim Griffin, Senior Research Fellow, Minnesota Design Center, University of Minnesota
Tom Fisher, Director, Minnesota Design Center, University of Minnesota
Wendy Underwood, Vice President, Social Justice Advocacy & Engagement, Catholic Charities
Yordanose (Yordi) Solomone, Equitable Engagement Manager, Metro Blooms
Climate Work Group

KEY ORGANIZERS

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Mark Spencer, Business Development, Senior Associate, HGA Architects
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WORK GROUP MEMBERS

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Matthew Clark, Manager of Engineering and Projects for GRE HERC Services
Al Swintek, Manager, Local Government Relations, CenterPoint Energy
Sara Barrow, Manger, External Affairs, Xcel Energy
Briena Nyquist, Director, Sales and Customer Relations, Clearway Energy
Barb Johnson, Consultant, Clearway Energy
Nick Koch, HGA Architects
Kjersten Jaeb, Property Portfolio Manager, Corporate Properties Group, Wells Fargo
Max Salmen, EFSRE
Christian Huelsman, Executive Director at Spring in Our Steps
Clayton Watercott, Transit Oriented Development, Associate Planner, Metro Transit
Maria Dahmus, Sustainable Communities Partnership Director, St. Thomas
Kerri Pearce Ruch, Community Works Project Coordinator, Hennepin County
Stacy Miller, Sustainability Program Coordinator, Energy and Climate Regulatory Policy, City of Minneapolis
Ryan Kelley, Transit Oriented Development, Hennepin County
McKenzie Erickson, Activation Consultant
Aaron Tag, Project Manager, Minnesota Department of Transportation
Rebecca Muchow, Architect, Cushing Terrell
Mark Lucas, Brighton Development & Consulting

Equity Work Group

KEY ORGANIZERS

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John Slack, Senior Landscape Architect/Urban Designer, Perkins + Will
Jackson Schwartz, Co-Owner, Hennepin Made
Tim Griffin, Senior Research Fellow, Minnesota Design Center, University of Minnesota

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Nick Koch, HGA Architects
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Christian Huelsman, Executive Director at Spring in Our Steps
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David Higgins, Vice President, Development, McGough
Jamil Ford, President, Mobilize Design Architecture
Wendy Underwood, Vice President, Social Justice Advocacy & Engagement, Catholic Charities
Abigail Stone, Director of Facilities, Catholic Charities
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Fernando Burga, Assistant Professor-Master of Urban and Regional Planning Program, Humphrey School of Public Affairs, University of Minnesota
Kerri Pearce Ruch, Community Works Project Coordinator, Hennepin County
Ryan Kelley, Transit Oriented Development, Hennepin County
Amy Yoder, Planner, Transit Oriented Development, Metro Transit
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Aaron Tag, Project Manager, Minnesota Department of Transportation
Gloria Jeff, Project Director, Rethinking I-94 Project-MNDOT Metro District
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Mark Lucas, Brighton Development & Consulting

Creativity Work Group

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Doug Harvey, Minneapolis Farmers Market
Dan Kenney, Executive Director, Minnesota Ballpark Authority
Jules Inda, West Market District + Carney Group
BKV Group: Chris Palkowitsch, Ellie Ziaie, Tom Erickson and Julie Lux
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Josh Katan, Minneapolis United Soccer Club
Nick Koch, HGA Architects
Steve Trulen, Senior Manager, HQ Building Operations-Corporate Real Estate, Target Corporation
Max Salmen, EFSRE
Denise Holt, Partner, Strategy & Insights, ICF Next
Christian Huelsman, Executive Director at Spring in Our Steps
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Dan Starkey, Senior Director, Ballpark Development, Minnesota Twins Baseball Club
Sarah Peters, Director, Northern Lights/MN
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Aaron Tag, Project Manager, Minnesota Department of Transportation
Lisa Austin, Supervisor-Metro District, Center for Community Connections, MNDOT
Paul Mogush, Manager, Community Planning and Economic Development, City of Minneapolis
Steve Bieringer, Design Manager, Senior Associate, Gensler, Minneapolis

TASK FORCES
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Josh Katan, Minneapolis United Soccer Club
Dan Collison, NūLoop Partners Executive Director, mpls downtown council Director of Downtown Partnerships

Community Engagement

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