

# 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 3rd Ave N

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

N 3rd Ave

Pizza Luce

Gay 90's Minneapolis

N 6th St

Hennepin Ave

Red Cow North Loop

Whole Foods

N 3rd St

N 4th St

S 3rd St

S 4th St

South 6th St

S 7th St

Minneapolis  
Central Library

Meet Minneapolis  
Visitor Center

The Pourhouse

Hennepin C

Minneapolis  
pound Lot



## 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

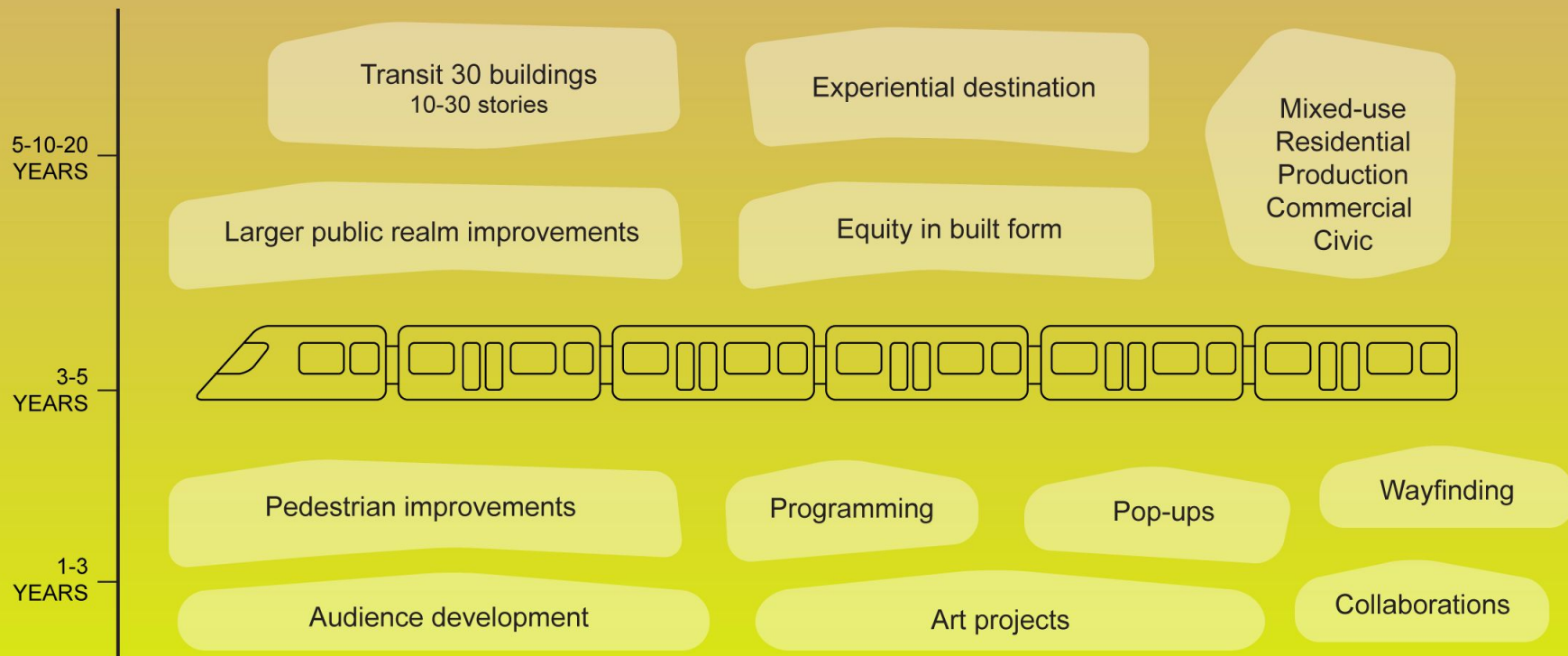
Conceptual Framework  
10 - 20 year arc

## Action

Experiences and projects as  
expressions of our vision

# Vision Work

Ambitious – Aspirational – Deep Planning

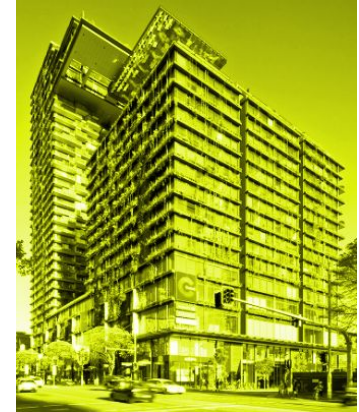


# Action Work

Low Cost – Low Barrier – Small Actions that Build Momentum

# Built Environment

Climate, Equity, Creativity



Net Zero District Concept / Affordable Housing / Market 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

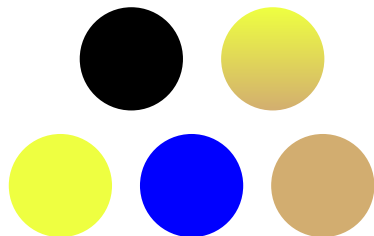
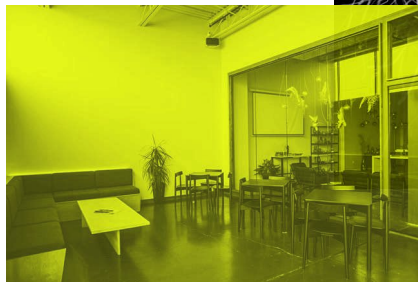
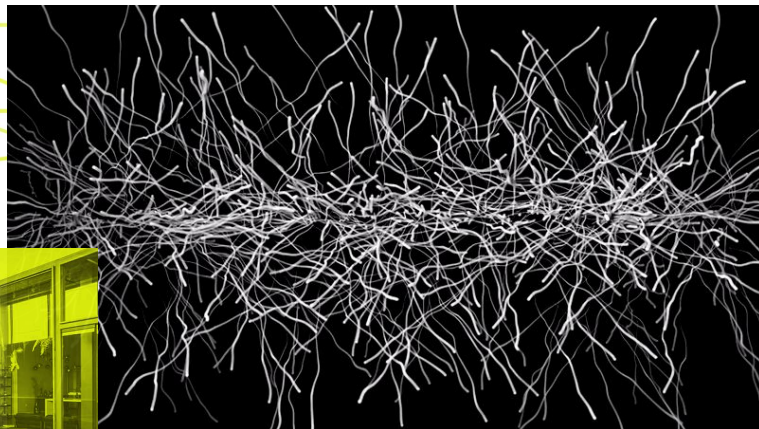
# Brand elements

## Root District

art.food.culture.

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Primary Typeface  
abcdefghijklmnopqrstuvwxyz  
1234567890

Secondary Typeface  
abcdefghijklmnopqrstuvwxyz  
1234567890

