





VISIONING - INSPIRATION & IDEAS FOR THE ROOT DISTRICT

Agenda

- 1. Intro & History/ Past studies
- 2. Branding
- 3. Mapping
- 4. Committees/ Frame work
 - a. Equity
 - b. Climate
 - c. Creativity
- 5. Future & Thank You





NULOOP PARTNERS

Leadership Roundtable

EQUITY WORK GROUP

CLIMATE WORK GROUP

CREATIVITY WORK GROUP

Catholic Charities

City of Minneapolis

Designer Marketplace

Downtown Dogs

Hennepin Made

Holden Room Equity Financial Services

Farmers Market Annex

Hennepin County

Minneapolis Farmers Market

MN Ballpark Authority

MN Twins

Parallel

North Loop

Northern Lights.mn Neighborhood Association

NūLoop Partners

Sharing and Caring Hands

Target

The Fish Guys

UMN Design Center

United Noodle

Unleashed Hounds and Hops

West Market Business Association





Nuloop

existing

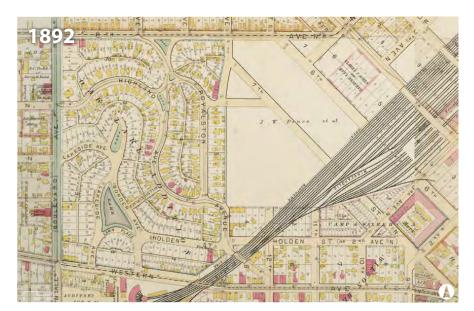
PAST STUDIES & SITE CONDITIONS





History & Context

Royalston Ave/Farmers Market Station Planning Memo



The Royalston area was once home to a leafy Victorian neighborhood surrounding a small lake (Oak Lake) and a number of parklets. Clues to the area's past can still be found in today's street names, such as Lakeside Avenue.



As the demographics of the neighborhood changed and the housing stock fell into disrepair, the area was labeled a "slum". The City razed the lake, parks, and a number of blocks to build a newer, larger farmers market.



During the mid-century, farmers markets struggled and a portion of the sheds were replaced with industrial structures. A strip of blocks to the immediate west were razed in preparation for the construction of Interstate 94.



The I-94 corridor adds another barrier to an area that has always been isolated. The recent additions of the HERC, Target Field, Cedar Lake Trail, and the ABC parking ramps bring new destinations, amenities, and challenges.













Past Studies

Royalston Ave/Farmers Market Station Planning Memo



Transitional Station Area Action Plan, 2014

Opening Day Recommendations (2014)

This map illustrates the infrastructure that is recommended to be in place when the Southwest light rail line opens. Some of this infrastructure would be included in the light rail line project budget and some would require additional funding. Includes:

- Direct ped/bike connection between station and Farmers Market
- Extend Border Ave south to Glenwood Ave
- Improve pedestrian crossings at key intersections
- Streetscape
- Wayfinding



Design/Development Concepts



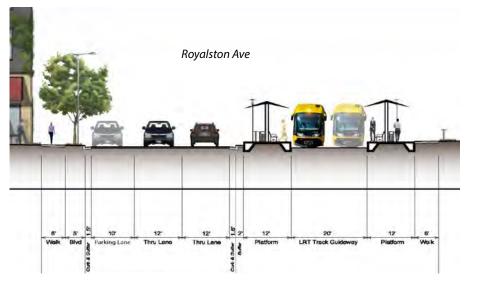
Transitional Station Area Action Plan, 2014

Potential station area improvements

This map illustrates recommended opening day infrastructure improvements and the resulting potential redevelopment sites. Includes:

- New east-west streets to provide access to appropriately sized development
- · Public plaza with public art
- Bike parking at station
- Frontage roads just south of Olson Memorial closed — excess land folded into developable parcels







Transitional Station Area Action Plan, 2014



Minneapolis Complete Streets, 2016





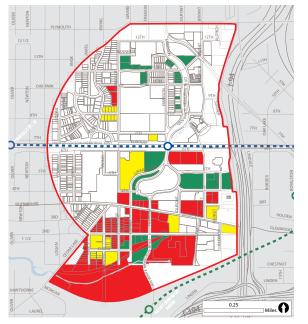




Royalston Ave/Farmers Market Station Planning Memo



SWLRT Station Strategic Planning, 2010



Van White Blvd Station Area Plan, 2017

Barriers to Walkability

"One of the most pervasive barriers to redevelopment of the Lower North Loop is the lack of connections within the area, as well as to downtown and adjacent neighborhoods. Inside the area, a series of **superblocks** make internal travel difficult on foot or bicycle. In addition, the Lower North Loop is bordered on all sides by high**speed roadways** located either above or below the prevailing elevation of the neighborhood." - Bridging the Gap, 2009



Development Opportunity Sites West of I-94

This map identifies possible areas of development in the neighborhoods (Harrison, Sumner-Glenwood, Near North, and Bryn Mawr) to the west of Royalston Station, where the Van White Boulevard Station is planned along the extension of the Blue Line light rail. Sites of possible change include vacant publicly-owned parcels, underutilized privately-owned parcels, and areas of possible longer-term redevelopment (mostly industrial land uses).

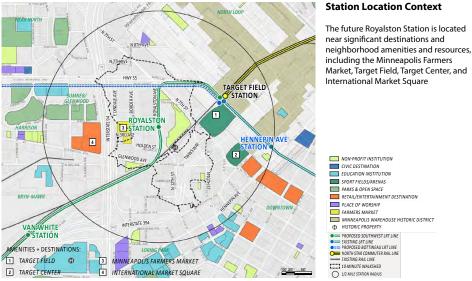


Tier 1 - Vacant publicly owned parcels Tier 2 - Vacant or underutilized privately owned parcels

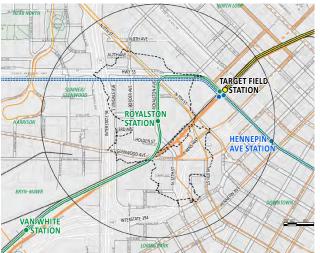
Tier 3 - Longer-term future redevelopment areas

City of Minneapolis | 23

Existing Conditions



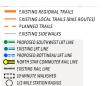
Transitional Station Area Action Plan, 2014



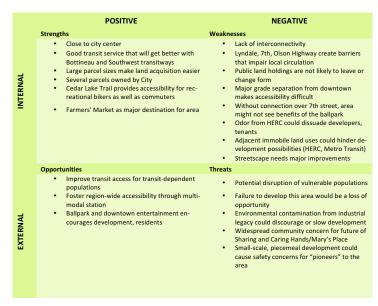
Transitional Station Area Action Plan, 2014

Sidewalks, Trails, & Bikeways

The pedestrian and biking environment is severely lacking here. Several streets are missing sidewalks and the streetscape is minimal. Bike infrastructure can be found surrounding the station area but not to/through the station area itself. Connections to the downtown core and nearby destinations are limited. The only exception is the nearby connection to the Cedar Lake Trail, a bikeway that follows the freight rail trench, connecting western Minneapolis and suburbs to downtown.



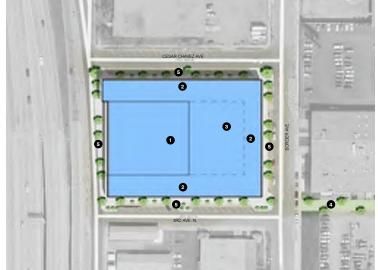
20 | Royalston Ave/Farmers Market Station



Bridging the Gap, 2009

Royalston Ave/Farmers Market Station Planning Memo





Strategy 1

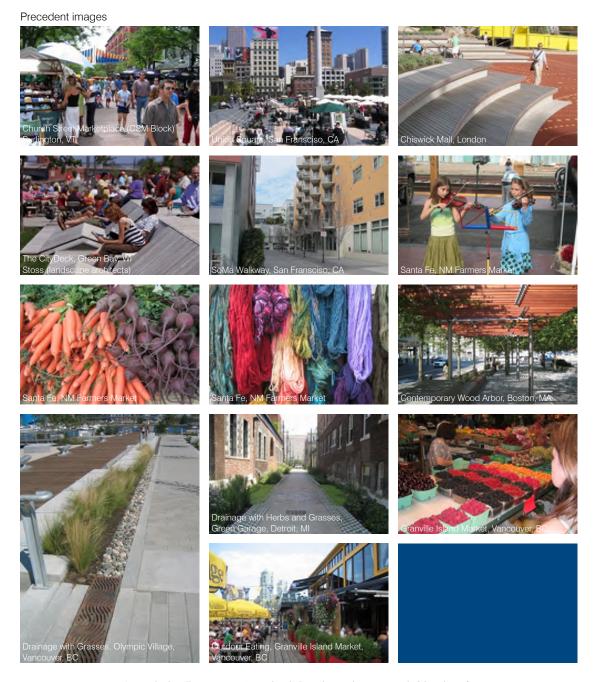
Strategy 2A





Strategy 2B

Strategy 3



Lyndale Farmers Market Redevelopment Strategies





History

Dissertation of Robbie Seltzer

When Minneapolis established its first planning department in 1921, city planners immediately targeted the neighborhood around 6th Avenue and Lyndale Avenue in North Minneapolis. At the time, 6th and Lyndale was home to the largest African American and Jewish communities in Minneapolis. Over the next hundred years, 6th and Lyndale was relentlessly redeveloped through highway, housing and industrial projects.

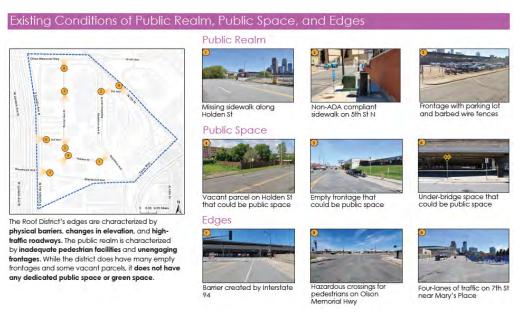
Using archived planning documents that have become public only recently, this project interrogates how city planners mapped and photographed 6th and Lyndale over the last hundred years. These maps and photographs represented the 6th and Lyndale "ghetto" as a threat to the rest of the city that had to be redeveloped.



Site Planning

The Root District as a Model for Equitable and Reprative Development.

Instructor: H Fernando Burga PhD

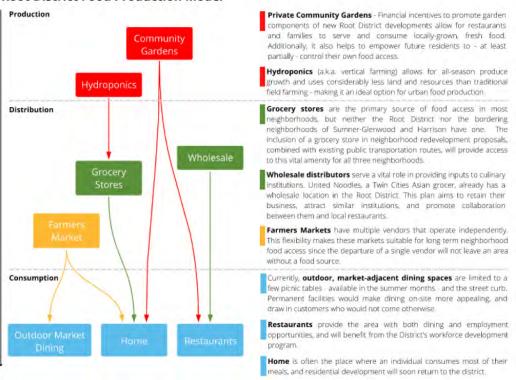


Grant Brokl, Barrett Clausen, Ian Jacobson, Yiyuan Shao



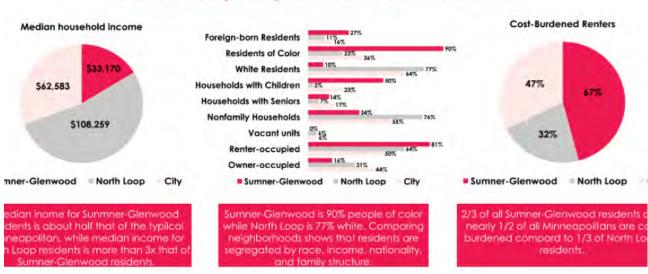
Grant Brokl, Barrett Clausen, Ian Jacobson, Yiyuan Shao

Root District Food Production Model



Max Christensen, Andrew Lupton, Bradley Mahr

Surrounding Neighborhood Characteristics



Jessy Countney, Frank Koenen, Ben Carrier



Vision:

The Root District is a community based on the foundations of racial justice, economic opportunity, and sustainability, which seeks to educate and inspire the city of Minneapolis and beyond.



Mission:

We seek to empower a diverse group of stakeholders and encouraging deep engagement with social and market-driven forces, we aim to achieve more equitable, reparative, and regenerative outcomes for all who live and work here. Connecting people to place and to one another, we nurture cultural and artistic exchange and civic engagement. The Root District is a place for learning, invention, and exploration. The Root District is home.







Brand Idea

Building a resilient place

Purpose: Assembling density of creativity, space &

Brand Promise: Inspire creativity, create connection

Core Values & Principles

The Need
Connection & Curiosity
so we can grow

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.

meaning

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

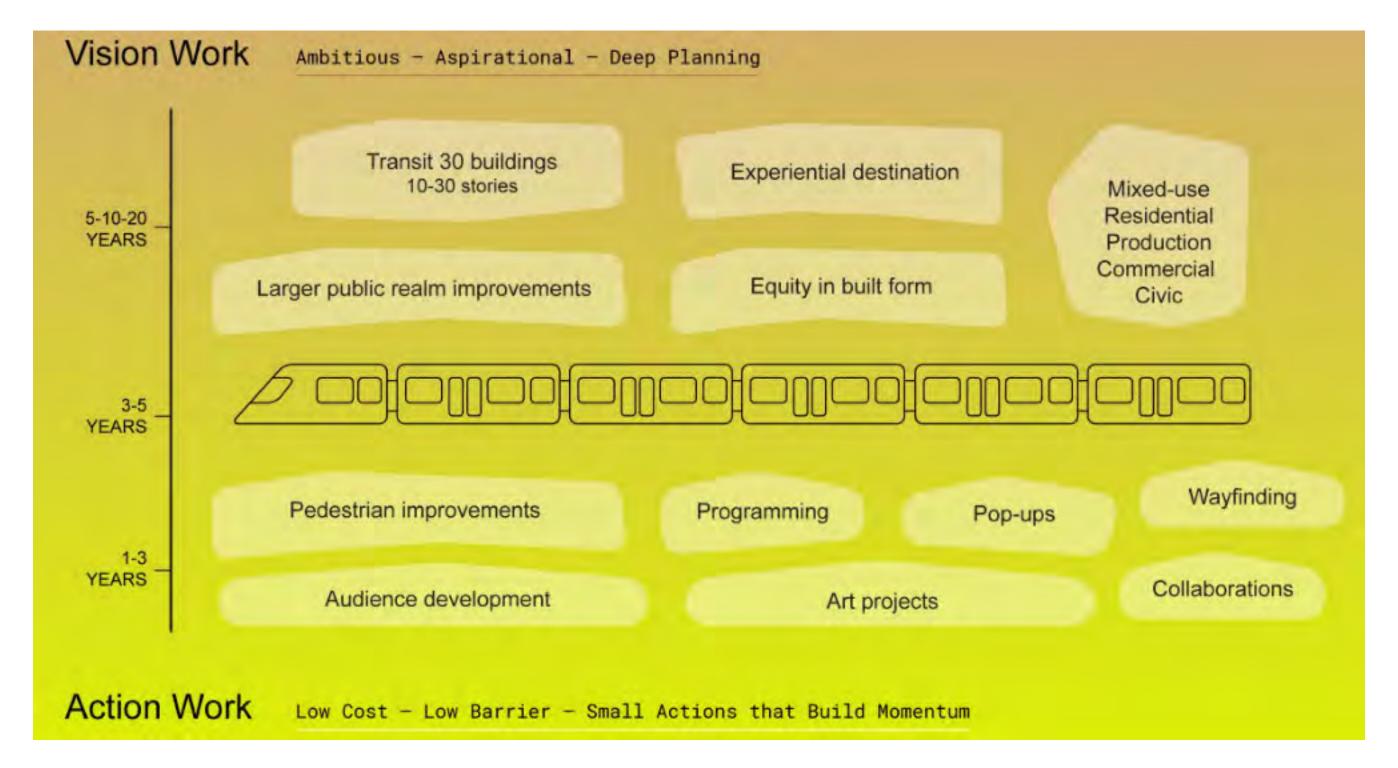
Tone: Sincere, enthusiastic, captivating

Equity Symbols: Light & open spaces

Image: Creative catalyst, innovator











3 Year Implementation Strategy

Action Work

- Wayfinding & Pedestrian Improvements
- 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)
- District Wide Public Realm Improvement Recommendations
- Climate and Equity Task Force
 - Climate Related Analysis
 - b. Equity Related Analysis
- 4. Economic and Market Development

Structure

Quarterly Stakeholder Meetings
Ongoing Task Force Focus Groups





Placemaking Muraling/Painting

NULOOP MINNEAPOLIS

- Painting Underpass / Building Walls
- Cost Effective
- Wayfinding
- Brightens Blank Space
- Community Activity















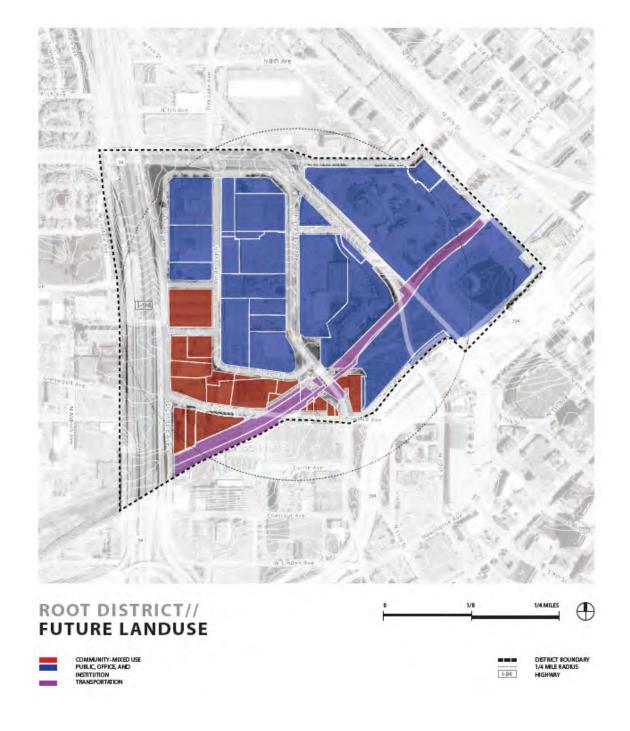
Nuloop

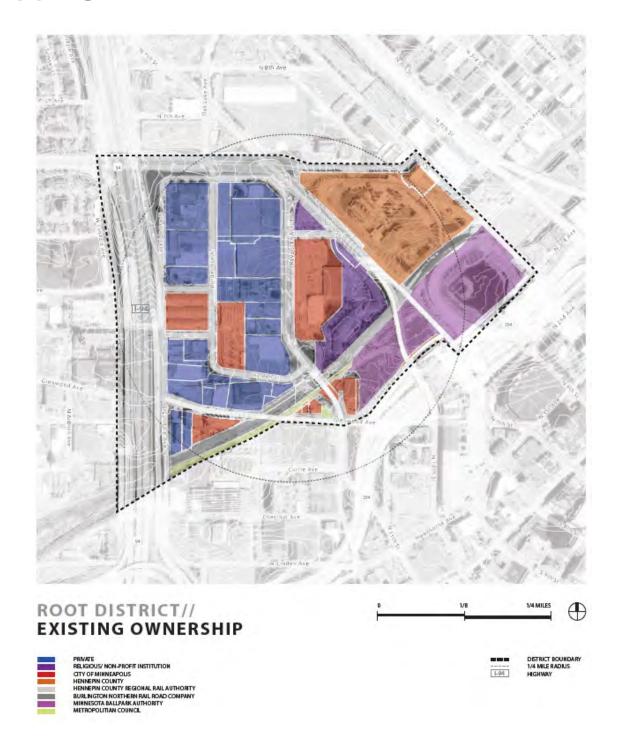
mapping/studies

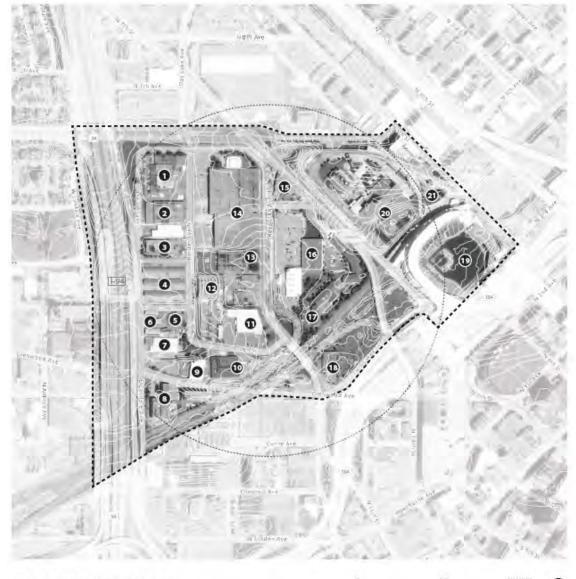












ROOT DISTRICT// EXISTING CONDITIONS

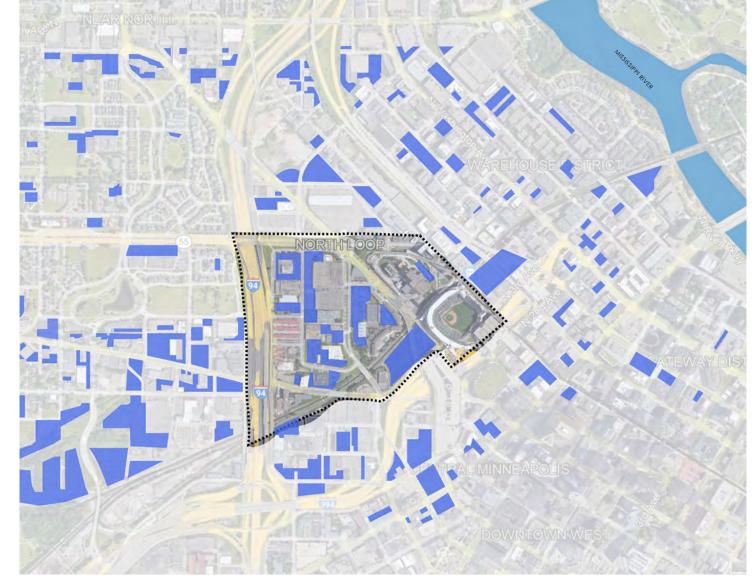
1 2	CINTAS US STORAGE CENTERS	9	SIMPSON HOUSING SERVICE	16	CITY OF MINHEAPOUS MAINTENANCE
3	AMERICAN OFFICE	10	VOYAGERS NATIONAL		FACILITY
	PRODUCTS		PARK ASSOCIATION	17	MARY'S PLACE
4	MINNEAPOLIS	11	UNITED HOODLE	18	TARGET FIELD
	FARMERS MARKET		WHOLESALE		(THOMSON REUTERS
5	DOGWELLNESS CLUB	12	MINNEAPOLIS PUBLIC		CHAMPIONS CLUB
6	MINNEAPOLIS		WORKS		VALET LOT)
	FARMERS MARKET -	13	STARK ELECTRONICS	19	TARGET FIELD
	ANNEX	14	EQUITY FINANCIAL		(TWINS STADIUM)
7	UNLEASHED HOUNDS		SERVICES/TARGET	20	HENNEPIN ENERGY
	AND HOPS		PHOTO STUDIO		RECYCLING CENTER
8	CATHOLIC CHARITIES-	15	SHARING & CARING		(HERC)
	EVERGREEN		HANDS	21	RAMP B



DISTRICT BOUNDARY 1/4 MILE RADIUS

Mapping Nuloop





EXISTING SURFACE PARKING

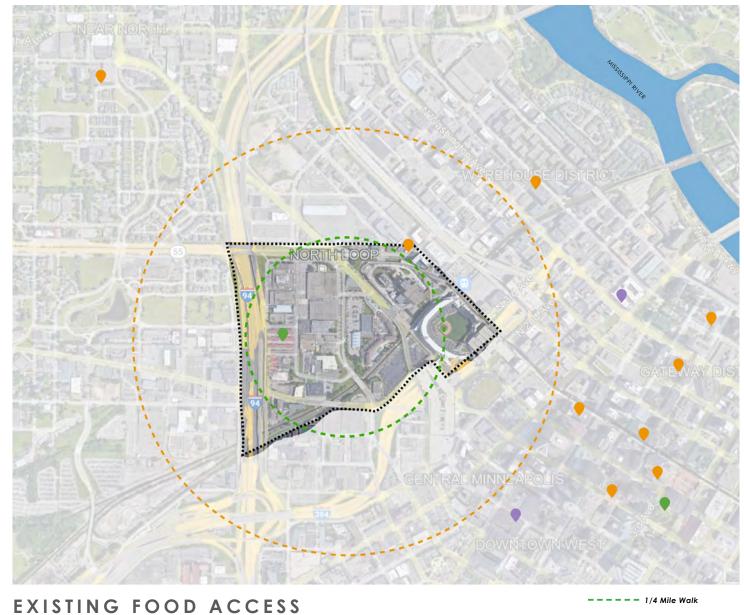
EXISTING PUBLIC OPEN SPACE

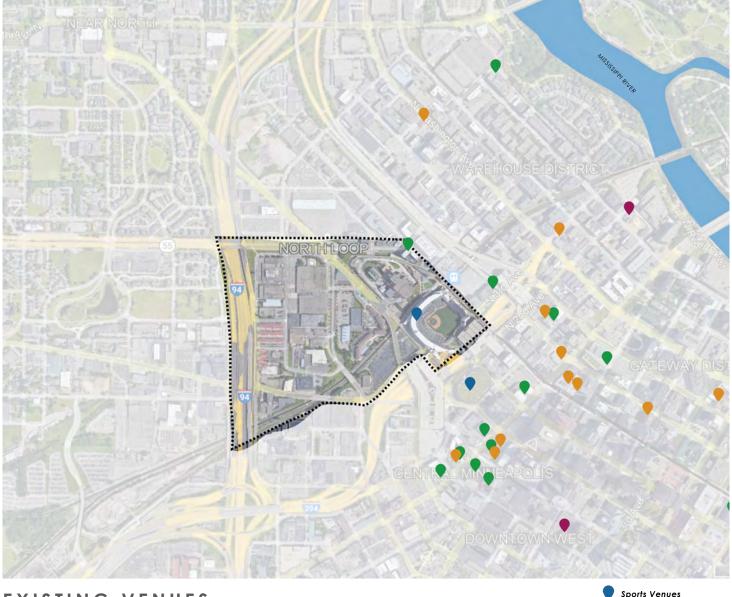






Mapping Nuloop





_____ 1/2 Mile Walk Grocery Store Convenience Store Farmer's Market

EXISTING VENUES







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West Market Business Association





Framework

- 1. Equitable Inclusion & Economic development
- 2. District Identity/livability
- 3. Built Form and Public Realm
- 4. Mobility
- 5. Climate, Resilience, & Health

1. Equitable Inclusion & Economic development) Goals:

Root District to support economic inclusion, jobs, and workforce development.

Root District to support minority owned small business enterprises.

Root District to provide community ownership opportunities.

Root district to combat future gentrification and resident displacement.

Prioritize equitable engagement to all stakeholders for future development projects.

2. District Identity/ livability Goals:

Food/Farmers Market is the heartbeat of the district.

Creative/Innovative Economies.

3. Public Realm and Built Form Goals:

Streetscape improvements.

Public art.

Public Amenities.

Community Gathering /Root District to support local arts, food production, and culture.

Celebrate History & Culture (2040 Plan)/ Celebrate the culture of the community.

Provide a High-Quality Physical Environment.

Increase site development Density.

Root District to provide affordable housing options.

4. Mobility Goals:

Restore Street Grid to the district.

Transit-Oriented / Transportation.

Strengthen connections to transit and neighborhood destinations.

5. Climate, Resilience & Health Goals:

Clean Water Responsibly use, manage, harvest and provide access to water resources in the district.

Affordable and Clean Energy, responsibly use, manage, harvest and provide access to energy resources in the district.

Resilient/Sustainable Cities and Communities, responsibly redevelop lots, buildings, and infrastructure in a sustainable and resilient manner.

Responsible Consumption and Production Responsibly redevelop lots, buildings and provide infrastructure necessary to promote a circular economy.

Responsibly redevelop the Life on land to be Healthy & Safe, sensitive to existing species and to promote restoration of native habitat and Co.













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equity





Equity Framework

The Root District equitable development framework will provide recommendations to **shape development** at the Root District that responds to the **needs** and the **values of** affected BIPOC communities.

This development framework reinforces and expands on the Root District Vision to create a cohesive and comprehensive long-term strategy for equitable development.

Equitable development will advance **racial equity, increase BIPOC capacity** to strengthen neighborhoods, **support** community wealth building, and **combat** neighborhood gentrification and resident displacement.











Equity Framework

THE DISTRICT GUIDE WILL:

Support economic inclusion, jobs, and workforce development.

Combat future gentrification and resident displacement.

Support minority-owned small business enterprises.

Provide community ownership opportunities.

Provide affordable housing options.

Support local arts, food production, and culture.











Equity FrameworkRoot District Equitable Scorecard

ROOT DISTRICT EQUITABLE SCORECARD					
opre:	Equitable Development Strategy	Roles/Responsibilities/Partnerships			
_5	Celevitive community regargement process that begins at the action of the project and incorporates community goals and provides.	Developen Blood Electrics/Neighborhoods			
_^	Commonly given decrease making publishes are development parameters and impact on commonly related to all related flowing, commonly parameter, and restructioned.	Drn -Villa -c			
_^	Assessment of invitormental facility isonomic prosperity, and social visiting stemples on farmful impart.	Aus Oscian/Kini			
_^	Department paying processing thereby to labor 61, water, and 118 willow discovering regulation requires.	Descriptor/Displace			
_^	Deputy great minimum, se in hand direct and ordinary complete plants best partitions.	Developing (Dity			
^	Development increases density, over all belongs types, and other delicity	Development (17th			
_A	Development provides public and private amerities	Developed City Hand Deletic			
_^	Development excludes a rais of uses to support and educace orandomic opportunities which should include permonant alterdation tousing, local small businesses, and generatural development.	Developed/Dity			
_^	Development improves the hydrolog of local resprisorhoods with public resim- respressments, public open space, and flexible green spaces	Prystope/Dis Plant Demit			
_^	Development provides new against and inventment approximates that provides base bases showing development, any qualitative bases businesses, agricultural bases businesses, agricultural bases businesses, and extensioners	Developer/Contract Description			
ەر	Developmen provided issue agreement that prioritize beightforhood bestines, apportunities carried by people of color to create a sustainable represent have and provide thing wags (ob opportunities).	Developer City Roof Destroy			
_0	Development projects pair folal workforce/folt training programs to consoid maintents to project removacion pilos and long term employeems (focused in act or agreedless related prolinystems).	Einvellesen/Cina Wood Dollmey			
_1	Development property can door any Minera field treating programs to connect residents to proceed continuouslast plot and long-term responsyment (Second on art or agreement related professions).	Developm/City/Book Entries			
_A	Local community preference when bring consultance, conscious, and desempers as a HYBINGY for addition from they you'll as MUD Sociation 3 program requirements	Developer, Kits, Road Debrict			
_1	Public familing instants development properly arter/counts for exacting workers. Responsing wage price	Div.			

	Development represents local community heritage through the	SCORECARD EXAMPLES
_/9	addition of architectural assets	 Development includes a mix of uses to
_/s	Development includes environmentally responsible deigns and attributes.	support and advance economic
_/9	Development incorporates sale, attractive, and convenient accessupport circulation for pedestrians and bicycles	opportunities, which should include permanent, affordable housing, local sma
_^	Housing development projects ensure that 35% of units are avail ocome families that are permonently affordable.	businesses, and commercial development
_/s	All housing is built to comply with energy efficient guidelines	 All housing is built to comply with energy efficiency guidelines.
_/s	All housing is located within a 5-minute walk distance from an walkability, livability, and obminunity.	 Development improves the livability of
_/s	Affordable housing integrated into mixed-use de- accommodute large families with 3.4 bedroom	local neighborhoods with public realm, open space, and flexible green spaces.
_/5	Development tekn partners with Cp to prevent resident displacement	 Development represents local community
_/s	Development includes reparations that go to fund community I community land trust, resource center (hub), BIPOC business recruitment/resources, affordable/attainable community space building)	heritage through the preservation or addition of architectural assets.
_/s	Development includes public infrastructure improvements to ger fund community benefits (local community land thust, resource BIPOC business recruitment/resources, affordable/attainable co and capacity building)	
_^	Development should include community ownership apportunities (land, commercial space, home ownership, others)	Desyloper/City/Root District
/9	Development should include community food-based businesses	Developen/Cny/Roof District



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climate





Climate Framework

Process & Research



Goal: Responsibly use, manage, harvest, and provide access to water resources in the district.



Goal: Responsibly redevelop lots, buildings, and provide infrastructure necessary to promote a circular economy.



Goal: Responsibly use, manage, harvest and provide access to energy resources in the district.



Goal: Align with climate goals that amplify those already locally established and are attainable for development.



Goal: Responsibly redevelop lots, buildings, and infrastructure in a sustainable and resilient manner.



Goal: Responsibly redevelop the land to be sensitive to existing species and to promote restoration of native habitat.





GOAL: Flexible net zero framework for community members, developers, city and countypartners and policymakers to utilize in decision making related to climate impacts for the Root District.

THE DISTRICT GUIDE WILL:

Provide strategies at various scales regarding water use, stormwater, energy, transportation, resiliency, buildingreuse, education, green space, and native habitat restoration.

Set climate goals in alignment with the City of Minneapolis and Hennepin County.

Outline the **business case for private investment** in the Root District related to a net zero framework.

Achieve clear and measurable targets on net zero.

Ensure equity and inclusion in decision making.

Scalable to infrastructure, master planning and individual developments of all types.







Climate Framework

ULI Net Zero Imperative Grant

- Chart a cost-effective path to net zero.
- Access ULI's global network, case studies, and strategies.
- Access Cohort Network (eight other cities).
- Invited nine national and local panelists to a ULI Technical Event in Minneapolis (May 17-19!)
- Prepare comprehensive briefing book;
 conduct interviews of 30+ stakeholders and experts.
- Publish recommendations with ULI.
- Assess next steps.

NZI Cohorts: Austin. Beijing. Kansas City. Los Angeles. Minneapolis. San Jose. Shenzen. Toronto



Climate Framework ULI Net Zero Imperative Grant

District Strategy and Renewable Energy Preparedness.

What are the core elements and implementation considerations for a district-wide energy/water master plan? What renewable amenities are more effective for a district at this scale? How would they phase in over time as development intensifies?

Public Tools and Policy Oversight.

Recognizing the district is not owned and controlled by any one single entity, what combination of regulation, incentives, and collaboration strategies is needed to move net zero development forward in the Root District?

Business Case for Net Zero.

What are the key parameters for a costeffective path to net zero for the real estate industry and private investment for the Root District?

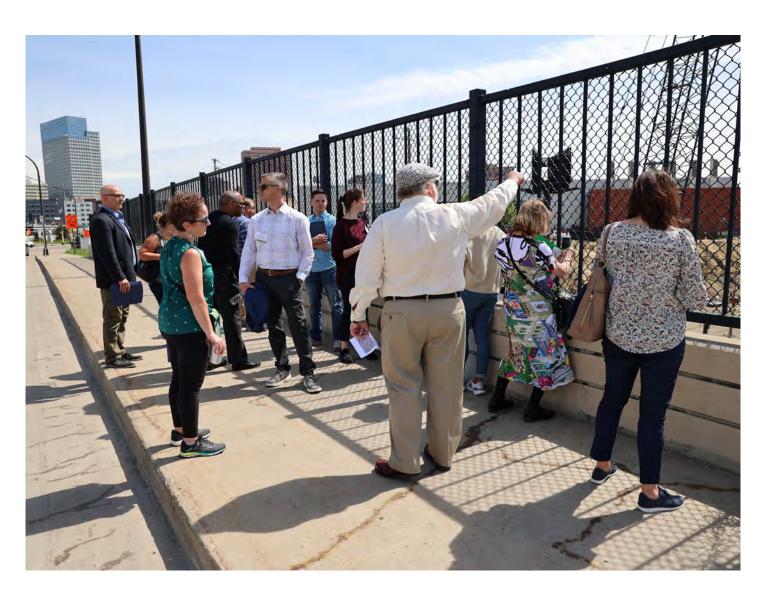
Community Engagement and Equity.

How do we ensure voices are heard and representation of community is brought to the decision-making table?

For more information: uli.org/netzeroimperative



Day 1: Walking Tour of the Root District with Panelists.



Day 2: Presentation of key issues to panelists. Stakeholder interviews and panelist working sessions.





Day 3: Final working sessions and public report-out of key suggestions.

Summary of Suggestions:

- Hire a community engagement consultant
- Define community and identify core partners
- Develop a community benefits agreement
- Identify a possible catalyst project
- Utilize energy already in the community
- Complete a comprehensive energy study
- Investigate low-grade heat source thermal loop in the district (2-pipe system)
- Phase for a plug-and-play energy sources
- Expand snow-melt system
- Define the district boundary with a vision of what is wanting to be achieved
- Establish the framework further EcoDistrct/LEED ND?Living Communities and codify with a public champion
- Work towards catalyst project with a Developer







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creativity





7th St/ Olson Mem. Hwy



Farmer's Market



I-94 Underpass



Existing Surface Parking



Existing Public Open Space





District Identity

Art | Food | Culture

- Farm To Table Concept
- Local Produce
- Public Open Space



















Public Realm

- Placemaking
- Mixed-Use / Complete Neighborhood
- Pedestrian Oriented
- Flexible Programing
- Community Gathering
- Nodes
- Levels, Layers & Topography
- Urban Canopy: Trillion Trees Vision
- Celebrate History & Culture (2040)



















Mobility

- Way Finding
- Transcend barriers (I-94/rail lines)
- Creative connections to surrounding neighborhoods
- Liding / Wrapping
- Multi Modal Hub
- Restore Street Grid
- Strengthen Connection to Transit
- Outdoor Spaces / Pocket Parks





















Temporary Urbanism

- Mural
- Temporary & Interactive Art
- Parklets
- Underneath Bridge Plaza















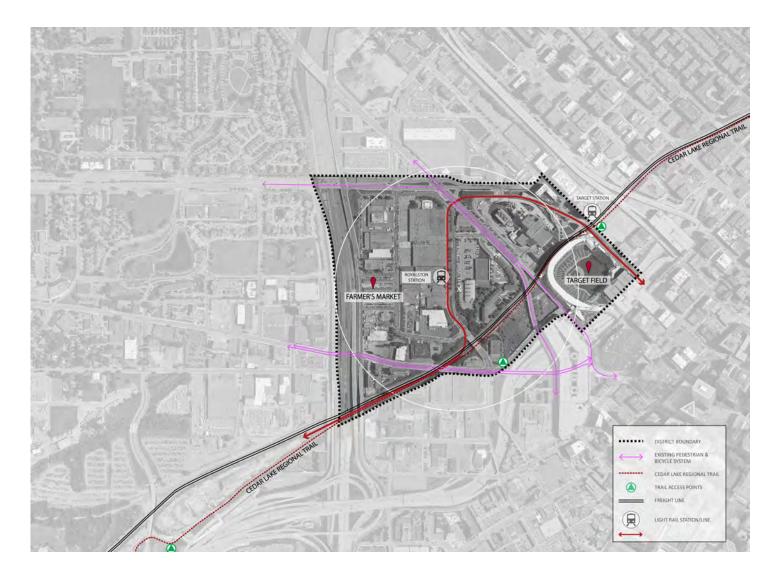
Connecting Nuloop Implementing Infrastructure

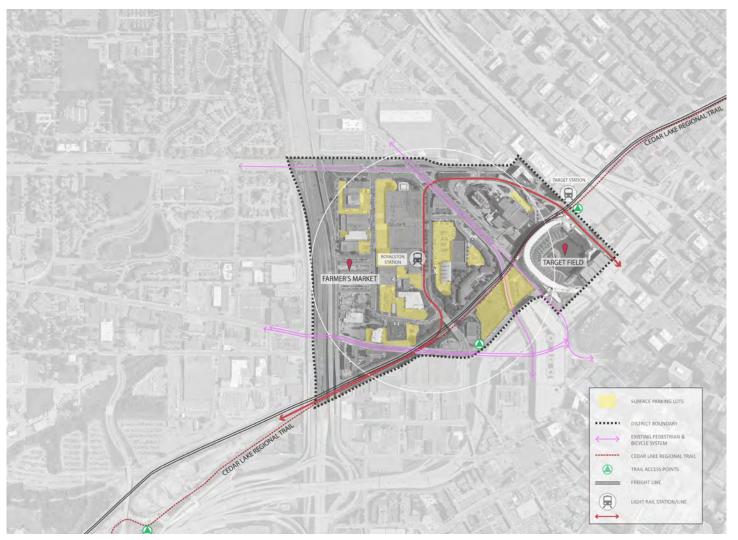
- Utilizing Existing Infrastructure
- Creating Connections
- Inclusive and Equitable

- Revitalizing Spaces
- Climate Initiative

- Climate Initiative
- Public Open Space
- Creating Infrastructure

- Placemaking
- Density







Nuloop

future





thank you



