

Minneapolis coalition unveils new identity for Warehouse District to guide investment



Image: Minneapolis Renaissance Coalition

The Minneapolis Renaissance Coalition, a group dedicated to reviving downtown Minneapolis, has partnered with ad agency Shinebox to unveil a new identity for the Warehouse District to help guide and encourage future public and private investment.

The central message is to amplify everything the district has to offer, said Shinebox CEO and Minneapolis Renaissance Coalition (MRC) Board Member Randy Larson.

"The Warehouse District is the kind of place that gets in your blood – the music, the energy, the irresistible vibe that no other Minneapolis neighborhood can touch," he said.

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Randy Larson, CEO of Shinebox, (left) stands next to Erin Fitzgerald, founder of the Minneapolis Renaissance Coalition.

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The coalition, which formed in 2023 to be a catalyst for downtown vibrancy, revealed Wednesday branding effort and a vision plan to identify what the Warehouse District is and what it could become, according to MRC founder Erin Fitzgerald.

“The ingredients were already here, but what was missing was that common narrative,” she said.

The [MRC identified early its focus on reimagining the district](#), which is generally defined as the area bounded by Second and Hennepin avenues, stretching from Seventh Street to past Washington Avenue in the North Loop, as an entertainment hub. The area features key landmarks like Target

Center and music venues the Fine Line and First Avenue.

The need to guide the future vision for the area became urgent as the [city works to finalize plans for the reconstruction of First Avenue](#) from Washington Avenue and Eighth Street, according to Fitzgerald. The reconstruction is expected to begin in 2028.

Shinebox began working on the branding efforts in May.

Led by Shinebox, the identity includes new banners on streetlamps down First Avenue, neighborhood signage and fence wraps for construction projects, according to the announcement.

A new logo for the Warehouse District includes a nod to the tall, arched windows common to the neighborhood's historic buildings and three pillars to represent the district's three main avenues: Hennepin, First and Second.

"Think about some of the country's most iconic neighborhoods," Larson said in a statement. "Broadway in New York. The French Quarter in New Orleans. Each has a recognizable identity that builds a distinct reputation which translates to something consumers believe and feel, and which in time, builds business growth. That's what MRC and this identity work is all about – rallying investors, businesses, residents and consumers behind the idea of this area to help drive momentum and growth."

The district's potential is also what prompted Shinebox to move its agency to the Warehouse District a couple of years ago. It's located in the former home of Nate's Clothing at 401 First Avenue.

"The vision we're announcing today is designed as a catalyst to deliver on this incredible promise and create a neighborhood where people want to live, work and truly invest in the future," MRC President Dario Anselmo said in a statement.

A new vision report

Beyond the branding efforts, the MRC also released a report outlining a framework to guide future investment and development in the district.

Some of the key initiatives in the report included:

- Enhancing the streetscape with widened sidewalks, street furniture, greenery and improved lighting
- Boosting gathering space, such as adding playgrounds, dog parks, seating areas, water features and event spaces. This idea could also incorporate coordinated seasonal programming and special events
- Adding a multiuse pocket park at Second Avenue and Fourth Street near Target Center and Target Field. It could include a skatepark, meeting and eating spaces, art installations and more.
- Transforming parts of the ABC Ramps, which can withstand added weight, according to the report. Possible projects include creating a dog park facility, restaurant and event space at the top of Ramp C and recreational green space at the top of Ramp A. It also mentions repurposing parts of Ramp B into a central transportation area and creating housing on top. The ground floors of the parking structures could be repurposed for retail.
- Reusing parking lots and vacant spaces through temporary and permanent programming, pop-up markets and live entertainment. The spaces could later become mixed-use developments.
- Utilizing alley space between buildings for gatherings, like beer gardens, fashion shows, interactive art, winter markets and more
- Enhancing signage, wayfinding and visual impacts, like billboards

The entire report [can be found here](#).

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