

SLDP Branding – project web page blurb

For years, the area in east Bloomington that extends from I-494 on the north, TH 77 on the west to the Minnesota River on the south and east has been referred to as the “Airport South District”, although that name was never intended to be permanent. With the current planning efforts underway to transform the District into a model sustainable, mixed use neighborhood, the time seemed right to find a more appropriate name for the District.

In early 2009, the City embarked on a process to establish a new name and brand identity to help establish the District as a destination noted for quality, sustainability and livability. A task force made up of city staff, representatives from the development and construction company McGough, Bloomington Convention and Visitors Bureau, and the Mall of America worked with Bolin Marketing on a new name and rebranding. This involved reviewing dozens of potential names and logos. In addition, a survey was sent to residents, businesses and other organizations in the District to get feedback on the three finalists.

Late in 2009, the City Council agreed on the name “South Loop District”. South Loop refers to the southerly terminus of the Hiawatha Light Rail Line, which extends to the North Loop neighborhood that includes the warehouse/riverfront area in downtown Minneapolis. Survey respondents noted that the name was “simple, urban, current, energetic and suggested a bustling, transportation-oriented Twin Cities district”.

The City is currently working to develop a logo for the South Loop District that will be incorporated into signs and other public improvements throughout the District.