

## Executive Director's Report March 19, 2019 General Member Meeting





# 2019 NÜLOOP PARTNERS SPONSORS



# NūLoop Property and Business Consortium Update

Additional security staff have been hired, as well as more MPD officers

- There are 3 security stations throughout the skyway that are manned from 7am-1pm, and 3pm-9pm.
- They have digital logs for all security officers so they know how often each area of the ramps are being walked
- They have increased their efforts in trespassing people
- They have added some T3 units (segways) to allow them to get between the ramps faster
- The crime statistics for 2017-2018 show that crime is down 45% in the ramps
- They have added LED lighting throughout the ramps, as well as on the outsides
- Signs were added to all intercoms with a phone number to call
- This phone is monitored by the same people who monitor the intercoms, it just allows you to be more discreet when contacting Ramp Security
- **You can also use the intercoms or this phone number to ask for an escort to your vehicle in the ramps**

Security cameras were all upgraded to high definition and 40 mobile cameras were also added

- Cameras are monitored by Ramp Security at all times
- The camera system is the same one the MPD use throughout the city
- They have started doing late night soft closures in multiple ramps
- Only one entrance is open after midnight
- They have a security person stationed at this entrance
- This is in place 7 days/week

In the meeting, the group asked for improved security and lighting along the walk path from Ramp C that connects into North Loop. We will advocate for improvements to this pedestrian bridge in the coming months

Development  
+  
Business Growth

## Downtown Minneapolis population nears 50,000 after a big year; top employers ranked

Feb 13, 2019, 2:17pm CST Updated: Feb 13, 2019, 4:16pm CST

There's a shade under 50,000 people living in downtown Minneapolis after the city's core added 6,325 residents in 2018, an increase of 14.5 percent.

Those numbers come from the Minneapolis Downtown Council, which held its annual meeting Wednesday at the Armory.

The current population of downtown now stands at 49,721, up from 31,844 in 2006, according to the council. The gains in 2018 comes on top of a 6 percent increase in 2017.

The gains are likely to continue in 2019 as the city issued \$1.8 million in building permits in 2018. Half of those permits came from wards 3 and 7, the City Council boundaries that include downtown. The Downtown Council said there's 2,321 residential units under construction in downtown.

Last year the city issued \$1.5 billion in construction permits. The \$1.8 billion is the highest total in Minneapolis history, except for the \$2 billion issued in 2014, when U.S. Bank Stadium was under construction, according to city of Minneapolis data.

There are 177,053 workers in Minneapolis' downtown core. Here are the top 15 employers:

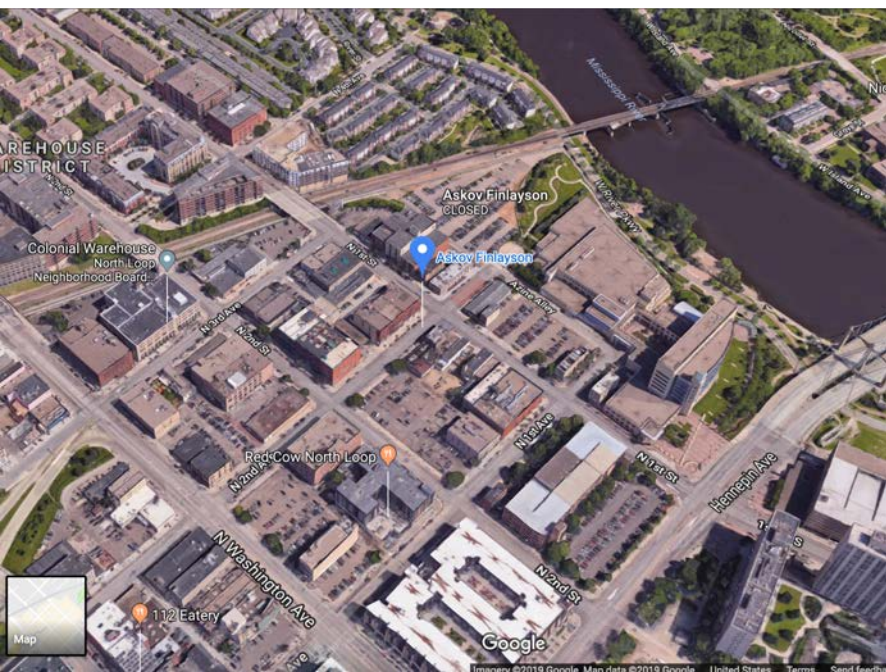
Target Corp. (NYSE: TGT) — 8,300 employees  
Hennepin Healthcare — 7,106  
Wells Fargo — 7,000  
Hennepin County — 6,459  
Ameriprise Financial (NYSE: AMP) — 5,065  
U.S. Bancorp (NYSE: USB) — 4,608



NANCY KUERN  
Cranes are up all across downtown Minneapolis, where the population has swelled to nearly 50,000.

## 2018 by the numbers

- Current downtown population: **49,781**
- Downtown welcomed **6,325** new residents last year, a **14.5%** increase.
- Since 2006, downtown has gained **17,877** residents, a **56.0%** increase.
- There are currently **205,653** downtown employees, including 177,053 in the city's downtown core.
- There are currently **6,025** businesses in downtown Minneapolis.
- Downtown absorbed **457,295** square feet of Class A office space.
- Downtown Minneapolis accounts for **36.8%** of all Twin Cities office space.
- Minneapolis topped \$1 billion in new construction permits for the 7th straight year. Of the \$1.8 billion in permits, **\$910 million** were from downtowns Wards 3 and 7 alone.
- Downtown currently has **2,321** apartment rentals under construction.
- The Minneapolis Convention Center hosted **337** events last year welcoming **839,794** attendees
- Hennepin Theatre Trust's Orpheum Theatre ranked **13th** on the worldwide Pollstar tickets sold list. Hamilton attracted **120,000** attendees.
- The Super Bowl attracted **1,055,000** attendees at Super Bowl LIVE on Nicollet.
- The Mpls Downtown Improvement District picked up **30,094** bags of trash, removed **16,156** gum spots and **5,593** graffiti marks, and helped with **90,468** hospitality assists last year.
- The mpls downtown council has **450** membership organizations.



# Askov Finlayson will temporarily close North Loop space, refocus on its own brand

Jan 10, 2019, 6:12am CST

Askov Finlayson, the boutique North Loop mens' shop, will temporarily close, and will reopen later this year selling only Askov Finlayson merchandise.

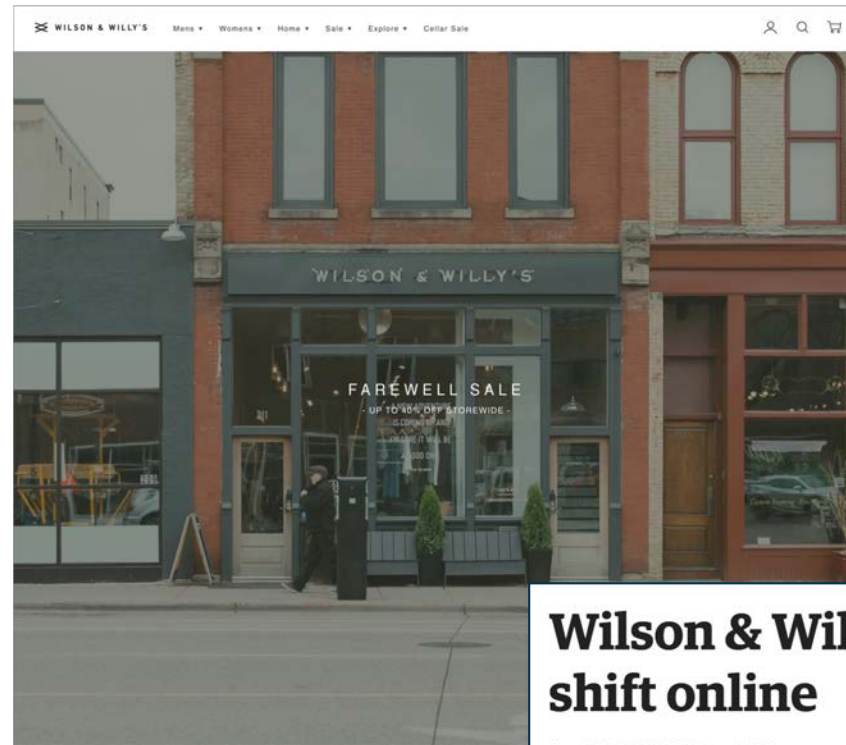
Co-founder and CEO Eric Dayton announced the move Wednesday. "Over the past few years, creating Askov Finlayson products has become the fastest-growing part of what we do.... We're a mission-driven company and this move better aligns our business with our mission, as third-party products weren't a part of our Give 110% climate impact calculation," Dayton said in a post on his Twitter page.

Askov Finlayson's store at the North Loop will reopen later this year as a "true flagship store," and will sell women's apparel for the first time. The e-commerce store at AskovFinlayson.com will remain open as the store is remodeled.



NANCY KUEHN | MSPBJ

Eric Dayton is co-founder of Askov Finlayson and The Bachelor Farmer.



## Wilson & Willy's will close North Loop boutique, shift online

Jan 25, 2019, 7:17am CST

Wilson & Willy's, an apparel and accessories shop that's had a five-year run in Minneapolis' North Loop neighborhood, is calling it quits.

Mpls/St. Paul magazine reports on the move by owner John Mooty, who initially wanted a physical store to better connect with customers, but ultimately decided "economics of this structure at our scale was not enough to justify continuing."

During the store's run, Mooty revived the old Minnesota brand Northwestern Knitting Co. (aka NWKC), which started out in the 1800s making Munsingwear undergarments. The rebooted NWKC sells T-shirts, sweaters and other products and was the fastest-growing part of Wilson & Willy's, Mooty said. He'll continue building that brand and aims to add others.

**Mark Reilly**  
Managing Editor  
*Minneapolis / St. Paul Business Journal*





## Plan for 800-stall parking ramp in the North Loop takes shape

Jan 25, 2019, 2:38pm CST

Subscriber-Only Article Preview | For full site access: [Subscribe Now](#)

The Federal Reserve Bank of Minneapolis wants to build an 800-stall parking ramp next to its North Loop headquarters.

A proposal for the five-level ramp will go before the Minneapolis Planning Commission of the Whole Jan. 31.

The ramp will replace a 300-stall surface parking lot that the Federal Reserve bought from the Hennepin County Regional Railroad Authority in April for \$7.5 million.

The Federal Reserve has 1,200 employees, many of which have used nearby surface parking lots, in addition to the 280 stalls under the office building.



BWBR VIA CITY OF MINNEAPOLIS

This is a rendering of the proposed 800-stall parking ramp in the North Loop.




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ICF next+


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## We're the changemakers


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[SEE OUR WORK](#)



BUSINESS

## Minneapolis' Olson advertising agency renamed as part of ICF Next

Change follows trend of local agencies being rebranded.

By Nicole Norfleet Star Tribune | DECEMBER 4, 2018 — 9:03PM



ICF Olson

Olson, a top name in Minneapolis advertising for more than 25 years, is about to fade away.

The agency known in recent years as ICF Olson will soon become ICF Next under a rebranding effort directed by its parent company, ICF International.

ICF Olson employs more than 300 people in its Minneapolis offices, making it one of the largest marketing firms in the Twin Cities. The ICF Olson creative agency, along with its public relations arm Olson Engage, loyalty and customer relationship management (CRM) business Olson ItoI, and customer experience agency Olson Digital will all still be based in Minneapolis under the ICF Next umbrella.





# Developer would replace 1800s North Loop building with apartments

Feb 13, 2019, 2:32pm CST

Subscriber-Only Article Preview | For full site access: [Subscribe Now](#)

A Minneapolis developer plans to demolish a small North Loop building and replace it with 59 apartments.

Kim Perry, representing 310 Development, is asking the Historic Preservation Commission in Minneapolis for permission to tear down a two-level building at 310 Second St. N, part of which dates back to 1883.

The structure was originally used as apartments, but the economics of the area deteriorated in the 1900s. In 1919, a "drunken gunfight in the building led to injuries and a death," so it was converted to a warehouse in 1920, according to a report done for the project by Minneapolis-based Landscape Research.

From 1944 to 1968 it was home to toy factory The Judy Co. until Hymie and Ruth Berman sold the business.

The report concluded the structure is not historically significant since it wasn't originally constructed as a warehouse like most other North Loop buildings that have been preserved as lofts over the past couple decades. The Bermans also made several additions to the building in the 1950s and 1960s, and those additions aren't significant like the 1800s warehouses nearby.

Perry, according to her application, would construct a six-level building with a mix of studios, one-bedroom and two-bedroom units. The project also would include 5,000 square feet of retail space and 124 parking stalls, most of which would be in three levels of underground parking.



TUSHIE MONTGOMERY ARCHITECTS VIA CITY OF MINNEAPOLIS

310 Development wants to replace an 1800s North Loop building with a six-level apartment building.

# North Loop's Graze Food Hall will add to a jam-packed Twin Cities food hall market

Jan 24, 2019, 3:09pm CST

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Nearly a year after it was proposed to the city of Minneapolis, construction for the two-story Graze Provisions & Libations food hall in the North Loop neighborhood has begun, adding competition to a growing Twin Cities food hall scene.

Developers for the project believe that its North Loop location, its proximity to Target Field, local chef-driven concepts and year-round entertainment offerings will separate the concept from other food halls in the area.



ESG ARCHITECTS

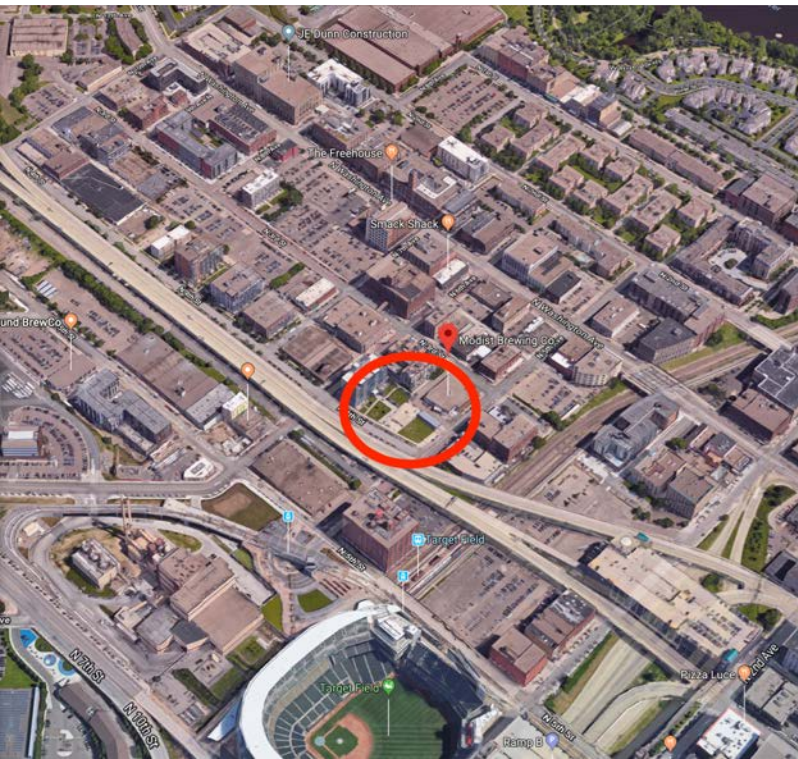
Graze Food Hall will open in the North Loop later this summer.

The food hall will have 14,100 square feet of floor space with six kitchen slots, two indoor dining areas, two bars, a coffee shop with a walk-up outdoor window, a communal outdoor space and a 3,100-square-foot patio. The building will be blocks away from Target Field and north of the intersection of Fourth Street North and Fifth Avenue North, behind Modist Brewing Co.

Five of the six kitchen slots have already been filled with local chefs — though [Greg Cuda](#), a partner with Columbus, Ohio-based Derived Development Group, didn't identify any of them.

Concepts at Graze will include:

- An empanada and churro vendor
- A taco vendor with Latin and world infusion tacos
- A seasonal poke concept that converts into a ramen concept in the fall and winter months
- A vendor focused on southern-style cooking and soul food
- A barbecue concept with smoked meats, smoked chicken and brisket



Business: Software implementation

Senior vice president: Jim Sheehan

Employees: 100 in this office

Building: TractorWorks

Address: 800 N. Washington Ave., Minneapolis

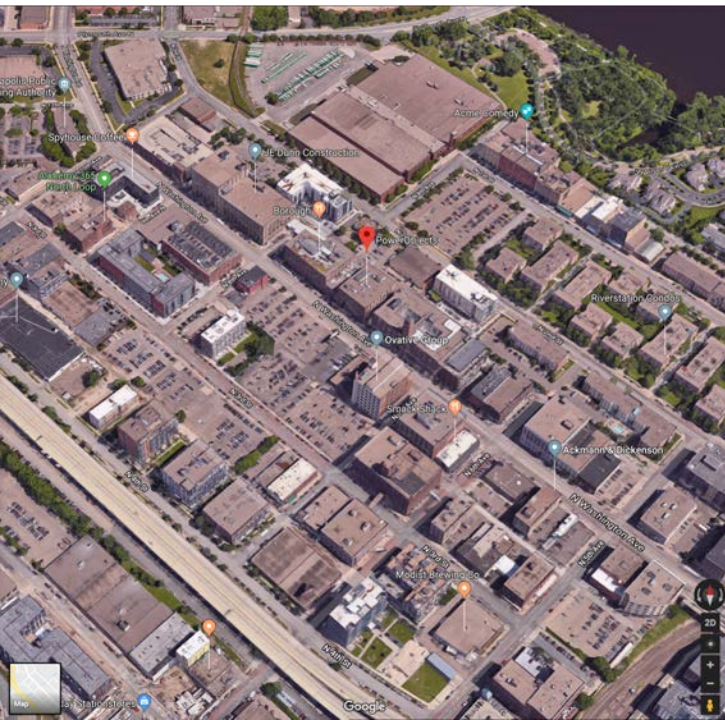
Office opened: June 2018

Size: 20,662 square feet

Floors: Eighth

General contractor: Gardner Builders

Architect: PlanForce Group



## Cool Offices: PowerObjects' new North Loop home embraces bright, playful vibe

Dec 26, 2018, 5:00am CST

You know you have a “cool” office on your hands when employees are jostling for a space in the new digs. That’s exactly what happened to PowerObjects’ Associate Vice President of Global Marketing Jeff Wedren when his company opened a new office in the TractorWorks Building in Minneapolis’ North Loop neighborhood in June.



JESSICA STOE | GARDNER BUILDERS

“We ran out of space in our building,” explained Wedren, noting that the software implementation company that specializes in Microsoft business applications still occupies two floors in the Soho Building, a block away. Globally, the company has grown 2,600 percent in the past decade.

Wedren moved about 100 Twin Cities employees — mostly project consultants and marketing staff — to the TractorWorks Building (named for its history as a John Deere tractor factory). The bright and modern design of the new space is one PowerObjects plans to implement in its offices around the world.

Working with PlanForce Group, PowerObjects took the raw and bare space on the eighth floor and created an office tailored to how it works.

“We wanted a blend of collaborative space with space to put your head down and get work done,” Wedren said.

The new office features plenty of open space with a mix of half-wall cubicles and casual collaboration/presentation areas. It also sports four conference rooms and a number of modular offices. The semi-private offices have sliding glass doors, glass walls, four desks and a centralized table.



## Gateway

### New vision for a historic site.

Known as the "Gateway to Minneapolis," the site at Third St. and Nicollet Ave. once featured a grand hotel and a park extending to the Mississippi River. But over 25 years ago, the hotel was torn down and the park replaced by a parking lot.

We envision a better future for this historic site.

Working with the City of Minneapolis and our project partners, we are planning a 33-story tower with a 5-star hotel, corporate office space, a public plaza, and retail on the street level. RBC Wealth Management-U.S. has selected the Gateway for its new U.S. headquarters. The company will move to the new location once the building is completed in 2021.

"The Gateway will be a stunning addition to Minneapolis – and one that we believe would be warmly embraced by the community."—Bill Katter, President and Chief Investment Officer

### Property type:

Retail/Mixed-Use

### Proposed Features:

33-story tower  
5-star hotel  
Class A office or luxury apartments  
Condos on top floors  
Underground parking for 500+ vehicles  
Public plaza  
Street-level retail  
Skyway to Minneapolis Central Library  
Adjacent to warehouse district and riverfront

### Address

Gateway District,  
Minneapolis, MN, United States



# Timber-built condo tower planned in North Loop

Mar 12, 2019, 4:19pm CDT

Subscriber-Only Article Preview | For full site access: [Subscribe Now](#)

Developers are working on early plans to build a 10-story condo tower in the North Loop, using timber-frame construction similar to the nearby T3 office building.

The project is called TMBR and it a joint venture between [Todd Simning](#), president of Excelsior-based Kroiss Development, and [Colin Oglesbay](#), managing principal of Minneapolis architecture firm Dwyer Oglesbay. Kroiss is a luxury homebuilder, though Simning said he's also developed medium-scale multifamily projects in the southwest metro in his 31-year career.

In the North Loop, they have a half-acre surface parking lot at 100 Third Ave. N. under contract. That site is across the street from Muse Event Center and up against the First Street bridge over the Cedar Lake Trail.

The proposal, which is before the Minneapolis Historic Preservation Commission, calls for 76 condos, 7,500 square feet of small-bay retail spaces and 108 parking stalls in three levels of underground parking. The building's exterior would have glass and terra cotta.

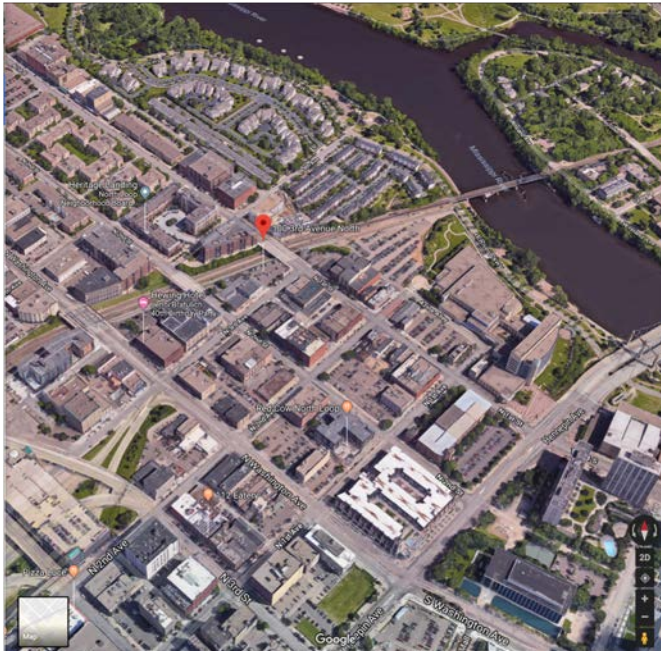
"Terra cotta has not been super common since 1890, but we are looking at making this fit into the area," Simning said of the North Loop, which has turned warehouses from the late 1800s into lofts.

Condo development in Minneapolis has been slow since the recession, but Ryan Cos. US Inc. and Arcadia are [planning a 41-level tower in the Mill District called Eleven](#) and Alatus is [planning a 40-tower on the other side of the river called Alia](#). Both say they'll break ground this spring.



D/O VIA CITY OF MINNEAPOLIS

TMBR would be a 10-story condo tower with 76 units at 100 Third Ave. N.





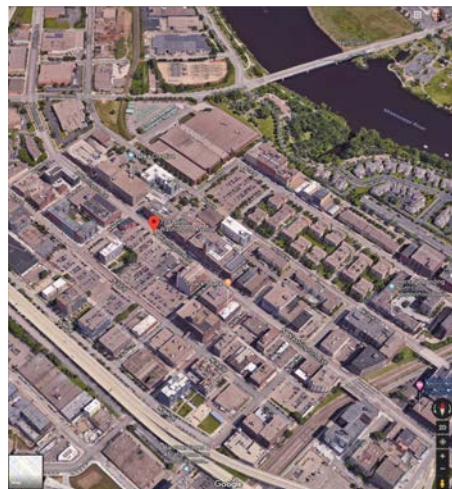
Galley Group will operate a food hall at The Nordic at 729 Washington Ave. N. in Minneapolis. Digital marketing agency Ovative/group and WeWork are the other announced tenants in the 200,000-square-foot building. (Submitted illustration: United Properties)

## Food hall headed for The Nordic

By: Matt M. Johnson | March 7, 2019 12:56 pm | 0

United Properties will lease ground floor space in its newest office building in Minneapolis' North Loop to a national food hall group.

The Minneapolis developer said on Thursday that Pittsburgh-based [Galley Group](#) will build an 8,748-square-foot food hall on the first floor of the mixed-use office currently under construction at 729 Washington Ave. N. Galley Group is the third tenant signed to 10-story the building. The food hall is scheduled to open in summer 2019, according to a United Properties press release.



# WeWork adding yet another Twin Cities location, landing in the North Loop

Feb 28, 2019, 10:10am CST

Coworking giant WeWork is opening a third Twin Cities location, announcing Wednesday that it has signed a lease for a soon-to-open office building in the North Loop.

WeWork has signed a lease for 60,000 square feet in The Nordic, a 10-story mixed-use tower United Properties is building at 729 Washington Ave. N. The New York-based company will have floors five, six and seven. The sixth floor has outdoor terrace space for WeWork members.

When it opens this summer, the North Loop location will bring WeWork's total Twin Cities north of 200,000 square feet. It also has offices in Capella Tower downtown and MoZaic East, in Uptown.

"Since opening our first location in 2017, Minneapolis has welcomed WeWork with open arms. We've formed meaningful partnerships, hosted impactful events and provided our members with a global platform to grow their businesses," Megan Dodds, Midwest General Manager for

WeWork said in a news release. "We're thrilled to announce WeWork 729 N. Washington Ave. as our third Minneapolis location and look forward to continued growth in the Twin Cities."

According to Cushman & Wakefield numbers, there is more than 1 million square feet of coworking space in the Twin Cities. WeWork, with the North Loop lease, will become the largest player in the market, topping Regus, which has just under 200,000 square feet.

Digital marketing consultancy Ovative Group will join WeWork in The Nordic. Ovative announced two years ago it would lease 30,000 square feet in the building, moving from the nearby Loose-Wiles building that United Properties also owns.

The Nordic will be ready for office tenants in March. A plaza in between the building and The Freehouse will be complete in early summer.

Emily Nicoll and Brandon Megal of CBRE represented WeWork in the transaction and Tom Tracy, Katie Tufford and Peter Fitzgerald of Cushman & Wakefield represented United Properties.



UNITED PROPERTIES

A rendering of The Nordic, an office building in the North Loop of Minneapolis being built by United Properties

# CVS closing four Twin Cities locations, including two in downtown Minneapolis

Mar 6, 2019, 2:56pm CST

CVS Corp. is closing four locations in the Twin Cities, including its stores on Hennepin and Portland avenues in downtown Minneapolis.

CVS (NYSE: CVS) confirmed that it will close its 13,500-square-foot store at 1110 Hennepin Ave. on April 2. It opened in 2008 and was the chain's first store in downtown Minneapolis. It will also close stores at 7996 Brooklyn Blvd. in Brooklyn Park and at 2426 W. Broadway in Minneapolis, CVS said.

However, a manager for the CVS store at 949 Portland Avenue who asked not to be named in this story said that 10,592-square-foot location, which is in the base of the Skyscape condominium tower, would close within 90 days.

That closure could not be confirmed by CVS. "We have no announcements for a store closure on Portland," said Mike DeAngelis, a CVS spokesperson, in an email.

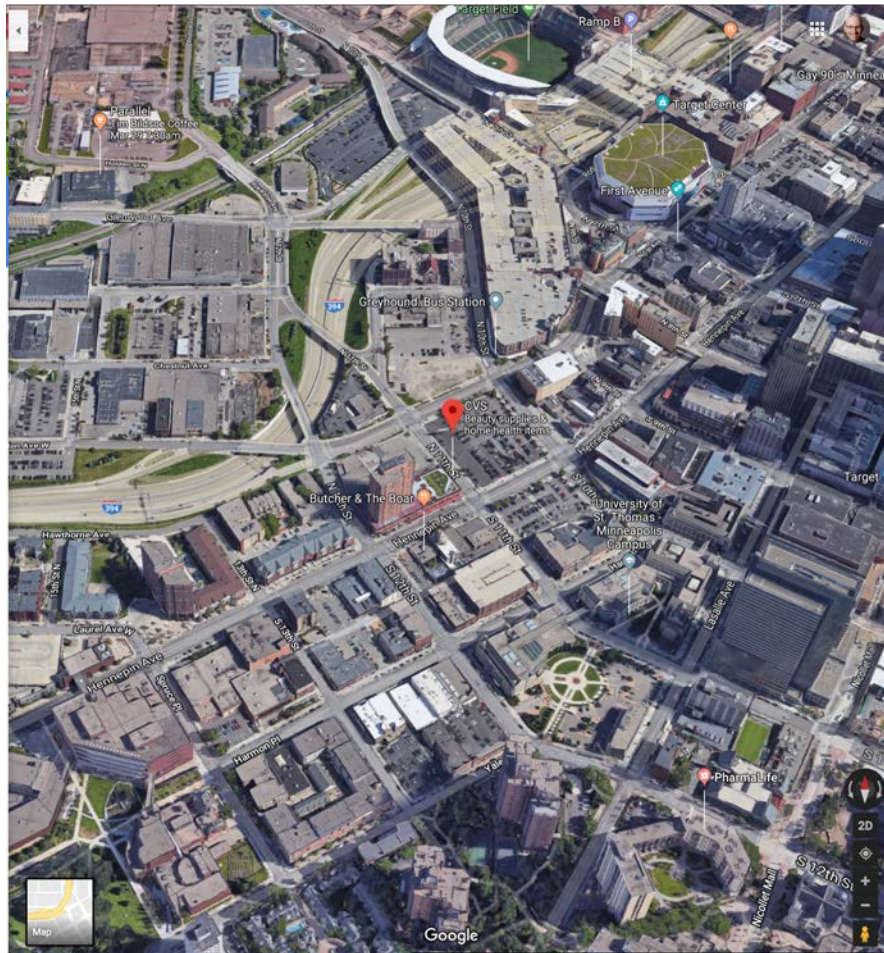
DeAngelis also said CVS is working with employees affected by the store closings to place them in other positions in the company, including other store locations in the market. He said that certain employees will be eligible for a transition package.

"To ensure that the pharmacy customers of the closing stores will continue to have uninterrupted access to service, we are transferring their prescriptions to nearby CVS locations," he said.

According to its website, CVS currently has 61 pharmacies throughout Minnesota as well as 75 pharmacies within Target stores. CVS has more than 9,800 retail locations in 49 states, the District of Columbia, Puerto Rico and Brazil.

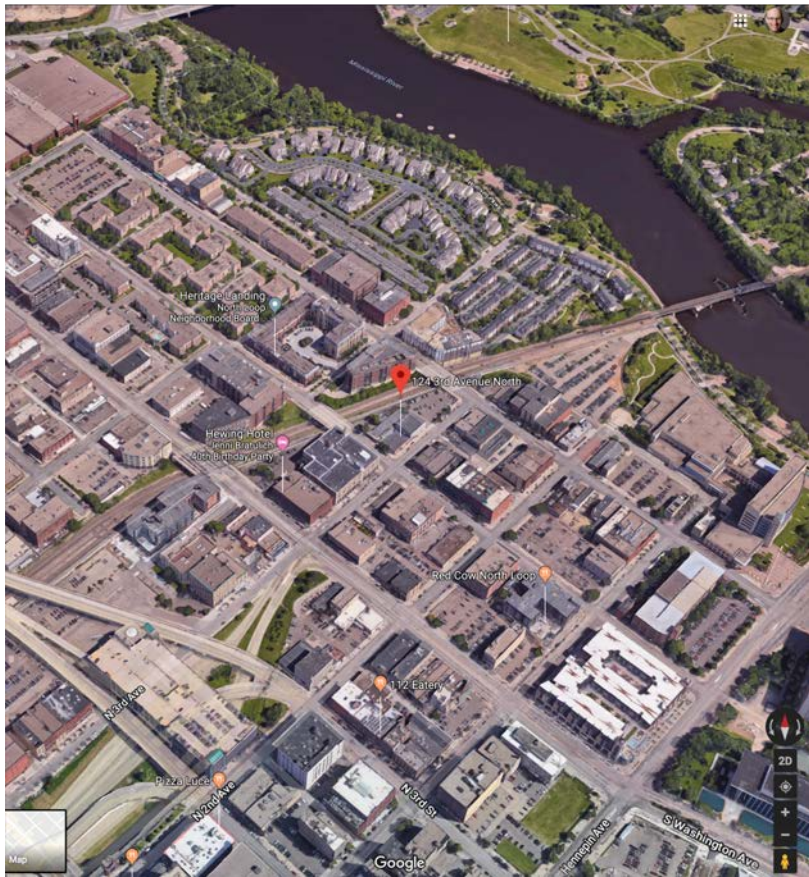
CVS has seen a significant change in its business model over the last few years. It agreed to a \$1.9 billion deal with Minneapolis-based Target Corp. in 2015 to acquire, rebrand and operate the pharmacies and clinics inside Target stores, including the downtown Minneapolis Target store. In November 2018, it completed a \$69 billion merger with national insurer Aetna.

In its latest earnings call, CVS predicted a rough 2019, citing pressure on its pharmacy reimbursement business, and "structural and CVS-specific challenges in the long-term care space."



GOOGLE MAPS

CVS will close its store on Hennepin Avenue at the end of the month.



## Lululemon Is Setting Up Shop In The North Loop.

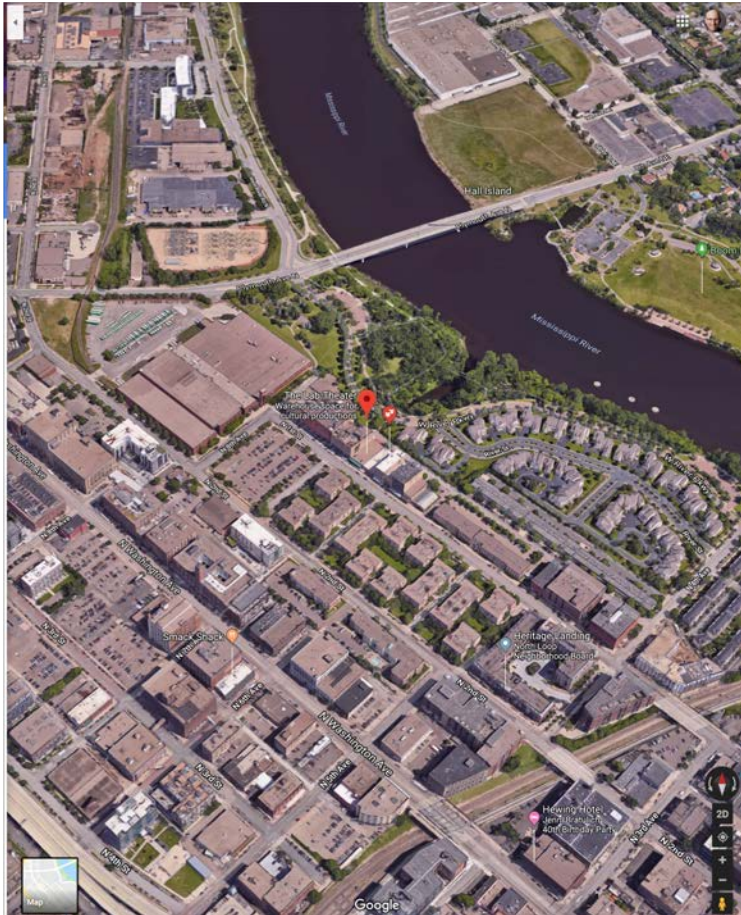
February 19, 2019

### The Development Tracker Minneapolis

February 19, 2019

The company will open their fifth Twin Cities location this April in a 2,741 square foot space at 124 N 3rd Avenue. The historic building they will call home was recently renovated and restored by Paster Properties. Fairgrounds Coffee and Tea, a popular coffeehouse from Chicago, also has a location within the building that opened on the ground floor last fall.

Lululemon will add to the ever-growing list of retailers opening within this particular area of the North Loop. National chains such as Warby Parker and Bonobos both have stores just blocks away, but it's not just national chains setting up shop. A number of local shops have also opened within the area including Parc Boutique, HOUSER and Filigree Jewelers.



## Minnesota Opera Betting On A Small, Versatile Venue In The Hopping North Loop

February 11, 2019

*Minnesota Opera already stages certain programs at the Lab Theater. The organization's Project Opera training program will perform six shows there this weekend.* DAVID JOLIS – STAR TRIBUNE

By **Rohan Preston** : Star Tribune : FEBRUARY 6, 2019

Minneapolis' hottest neighborhood just got a brand-new attraction: a small, versatile opera venue.

The Minnesota Opera, known for staging grand productions in the 1,900-seat Ordway Center in St. Paul, announced Wednesday that it had acquired the 350-person Lab Theater, in Minneapolis' North Loop.

The deal, which was finalized Tuesday, gives the organization another arrow in its quiver as it aims to diversify audiences and artists alike.

"It sounds like just a real estate transaction," said Jeninne McGee, an opera board member and senior vice president at Ameriprise. "But the Lab is really the central hub for activities that make opera inclusive, vibrant and relevant to the world we live in today."

Financials were not disclosed, but the venue cost the opera "as much as a production," said opera president and general director Ryan Taylor, **who took the helm at the organization in 2016**. That would put the price in the ballpark of \$1.5 to \$2 million.

# Anytime Fitness sibling will open first Minnesota location in the North Loop



Basecamp Fitness currently has five locations throughout California. Self Esteem brands believes it could have thousands in the coming years. BASECAMP FITNESS



By **Alex Van Abbema** – Staff writer, Minneapolis / St. Paul Business Journal  
Feb 27, 2019, 3:45pm EST

## COMPANIES IN THIS ARTICLE

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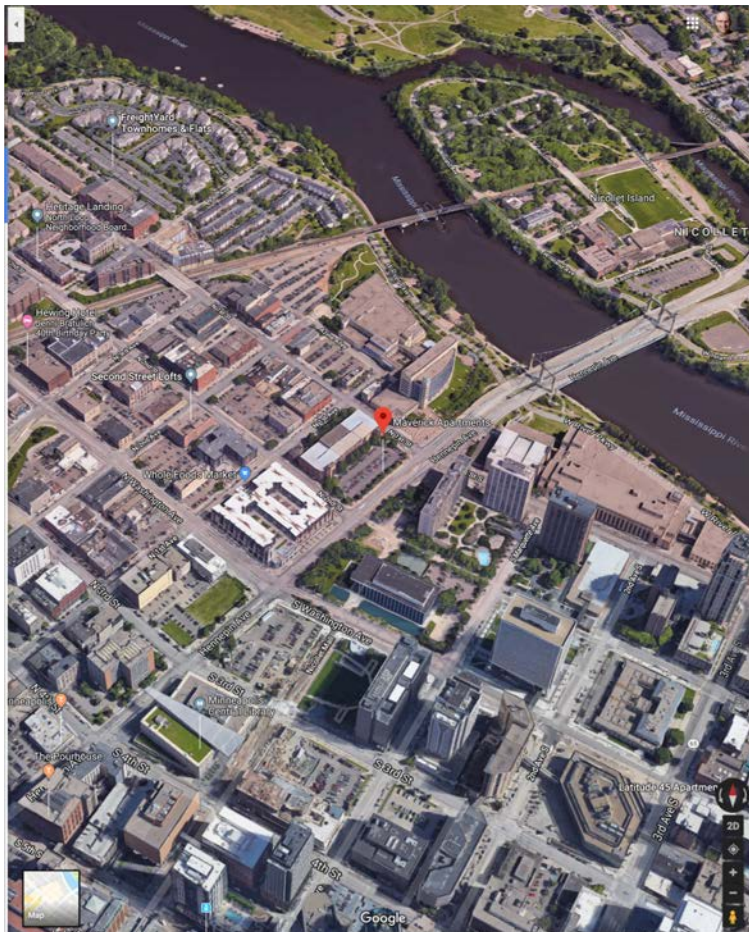
[Read more](#)

Basecamp Fitness, a high-intensity fitness chain owned by the parent company of Anytime Fitness, will open its first Minnesota location on the ground floor of the North Loop Maverick Apartments.

Basecamp will take over a 2,500-square-foot space at 100 Hennepin Avenue. Nigel Skiathitis, a regional director for Basecamp Fitness, said he plans for the space to open May 1.

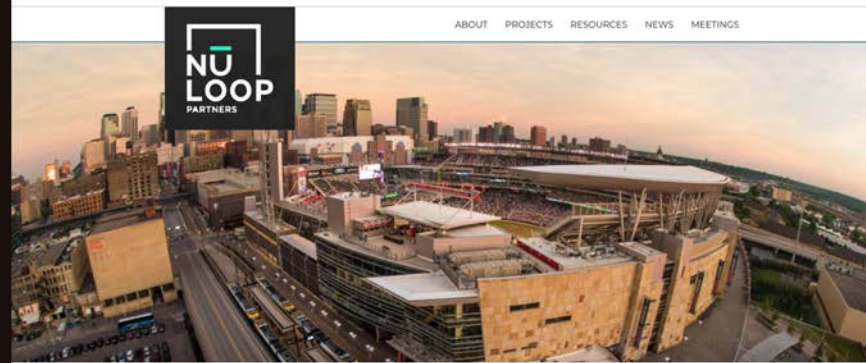
The gym features 35-minute high-intensity workout sessions, including various strength-training and cardio exercises. Monthly memberships will run from \$79.99 to \$199.99.

Basecamp launched by Nick Swinmurn, the founder of online shoe and clothing retailer Zappos. It currently has five locations – three near Los Angeles and two in the San Francisco area. Woodbury-based Self Esteem Brands, the parent company of Anytime Fitness, **acquired Basecamp Fitness** in October 2018.





# NūLoop Partners New Website Build



## Transformation for the Common Good

We physically transform and connect the North Loop area for the common good of people, businesses and the greater Minneapolis community.

### FEATURED PROJECTS

These projects are a few of the most recent feature presentations in our meetings. Navigate here to review additional presentations from earlier meetings.



#### Target Field Renovations

Redesign of Target Field Gate 34 and reinvestment in the plaza. The new plan strikes an important balance between the public nature and priorities of the plaza and a more streamlined access point into the ballpark.

[Learn More](#)



#### Royalston Station

The \$2 Billion Southwest Light Rail Transit project will operate from downtown Minneapolis through the communities of St. Louis Park, Hopkins, Minnetonka, and Eden Prairie. The line will begin operating in 2022.

[Learn More](#)



#### ABC Ramps

The ABC Parking Ramps are the largest parking structures connecting the North Loop to downtown Minneapolis. This presentation previews key improvements for these three mobility assets.

[Learn More](#)

### GENERAL MEMBER MEETING

Want to help transform the greater North Loop area? Join us at an upcoming general member meeting. It's a great opportunity to learn more about important projects and hear updates from the NūLoop Partners Steering Committee, which is made up of elected individuals from both public and private sectors. You can view all 2019 meeting dates [here](#).

#### UPCOMING MEETING

March 19, 2019, 5:00 p.m. to 6:30 p.m. – General Membership Meeting  
HGA Architects  
420 N 5th Street, 1st floor  
Minneapolis, MN  
[See Agenda](#)

#### PAST MEETING

January 15, 2019  
See Presentation  
[View Meeting Minutes](#)

#### CONTACT US

Get in touch with NūLoop Partners Leadership by emailing Christie at: [christie@nulooppartners.org](mailto:christie@nulooppartners.org)

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[West Loop Pages 1-29](#)



[West Loop Pages 30-65](#)



[Hennepin Theater Trust](#)



[Met Transit Heywood Campus Master Plan](#)



[Clean Energy Partnership](#)



[District Energy Presentation](#)



[MDID Greening Lab Presentation](#)



[Creating Value Through Placemaking](#)



[Minneapolis 2040](#)



[ABC Ramps](#)



[Glenwood Avenue Initiative](#)

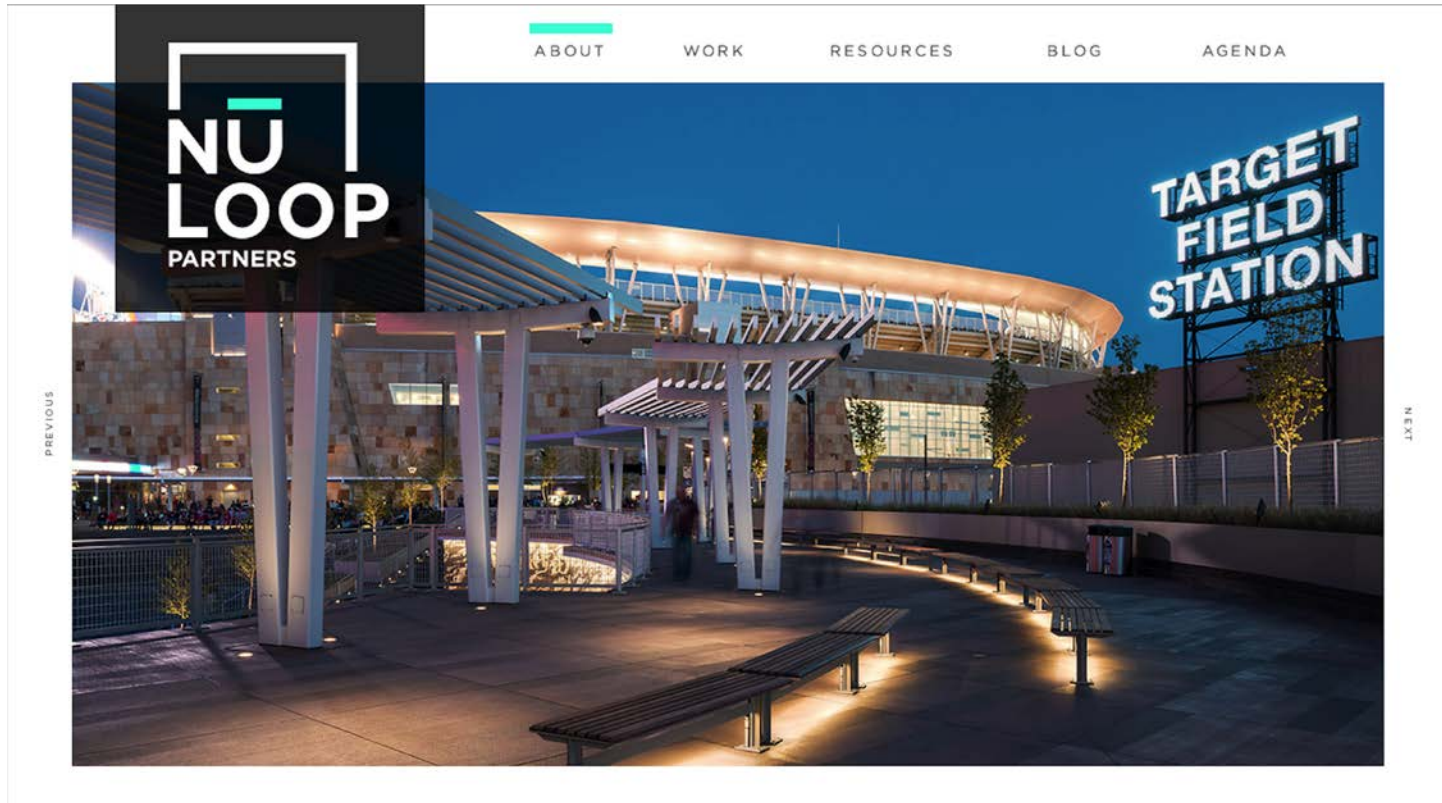


[Creating A New Urban Center](#)



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**Executive Director's Report  
March 19, 2019  
General Member Meeting**

