

Executive Director's Report January 28, 2020

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New Hotel Opening





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Sarah Traczyk
Director of Sales

Development + Retail Update



Madewell will open denim specialty shop in North Loop

Dec 16, 2019, 7:12am CST

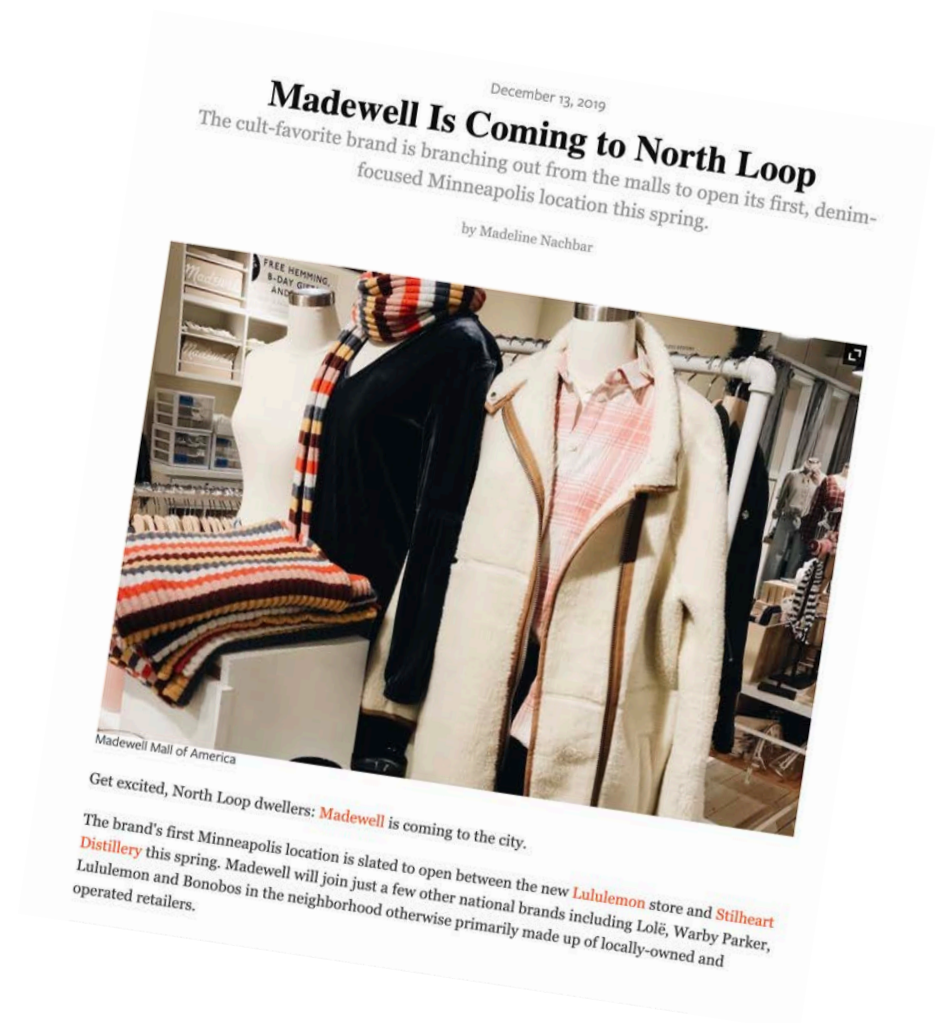
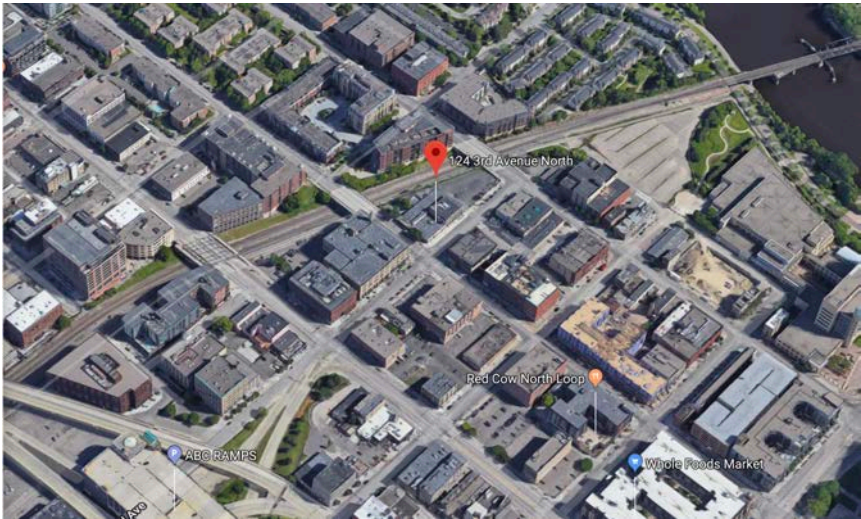
Madewell, a casual apparel brand owned by J. Crew Inc., will open a new Twin Cities store in the North Loop neighborhood of Minneapolis.

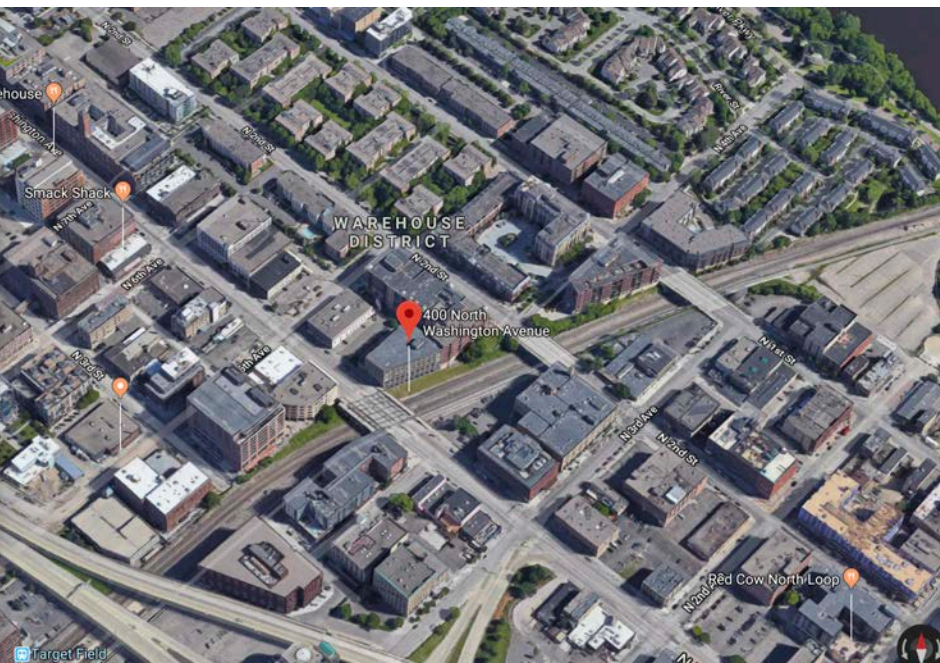
Mpls.St. Paul Magazine reports on the plan by Madewell, which also has locations in Southdale Center and Ridgedale. The North Loop store will differ from those with its emphasis on jeans. The shop be the third Madewell's Denim Edit concept, which stocks a broader variety of jeans and offers on-site embroidery and stamping options.

RELATED: A retail star that’s casually upstaging J. Crew

The store will open in the spring at 124 Third Ave. N, next to the Lululemon Athletica shop that opened earlier this year.

Mark Reilly
Managing Editor
Minneapolis / St. Paul Business Journal





North Loop Winery's Name Revealed

December 3, 2019

This summer, we introduced you to the **Waconia couple** building an urban winery in the North Loop, Aaron and Ashley Schram.

Now, they're announcing its name: The AxeBridge Wine Company. The winery, with a barrel room, production facility and tasting bar, is scheduled to open in the spring of 2020 in the 400 block of Washington Avenue North, next to the Washington Avenue bridge.

Ashley Schram said the location played a big role in the naming of the new winery. While literally being situated next to a bridge, they'll also try to build a metaphorical bridge to those who haven't traveled to the country to visit a local vineyard and sample Minnesota wines.

"Making wine in Minnesota and having an urban setting winery are two things that may still be met with skepticism," she said. "We want to 'cut down' any preconceived notions of what a winery should be and 'build the bridge' from agriculture to city and bring them closer together.

The new name also has a personal connection for the Schram family. "Our two kids are named Axel and Bridget, making it a serendipitous union of a Minnesota urban winery story, a piece of local character and a personal family connection," Ashley said.

The new name also has a personal connection for the Schram family. "Our two kids are named Axel and Bridget, making it a serendipitous union of a Minnesota urban winery story, a piece of local character and a personal family connection," Ashley said.

In the coming months, wine barrels and tanks will start arriving at the new facility to produce wine from Minnesota grapes. The Schrams said the facility will have multiple seating areas, private event rooms and a wine club VIP area. The only thing missing from an ordinary winery visit will be the vineyard.

By Mike Binkley, North Loop Neighborhood Association

AXE BRIDGE
WINE COMPANY



Work begins on another downtown Minneapolis apartment tower

Dec 2, 2019, 2:46pm CST

Site work has begun for a 20-story apartment tower that will be built at 250 Hennepin Ave. in downtown Minneapolis.

Developers CA Ventures and Harlem Irving, both of Chicago, were approved for the 355-unit tower in November 2018.

They could not be reached for comment, but construction equipment is on site and moving dirt. The tower will be right across the street from the 34-story RBC Gateway Tower that is under construction with plans to include a Four Seasons Hotel.

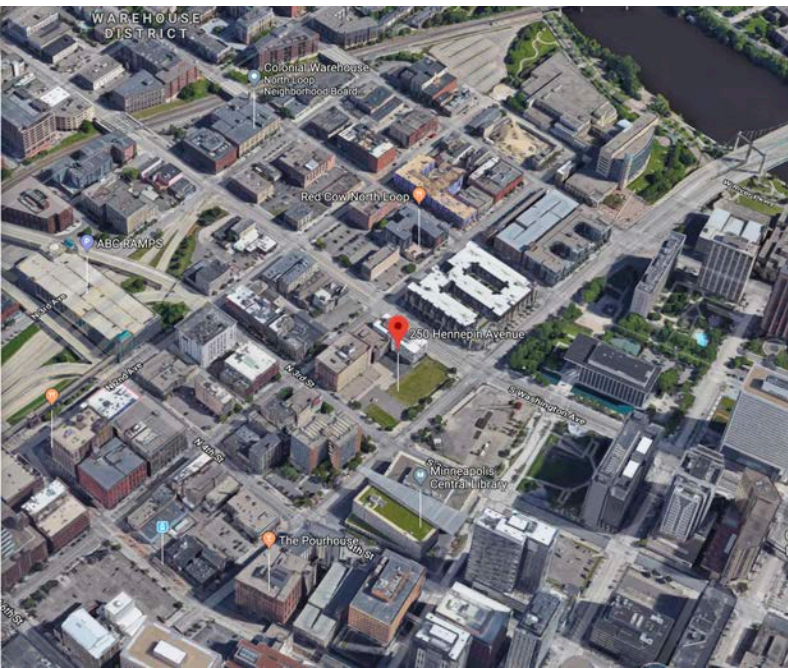
The CA Ventures/Harlem Irving project will be on 1.25 acres of surface parking and vacant land they bought from 21st Century Bank in Blaine.

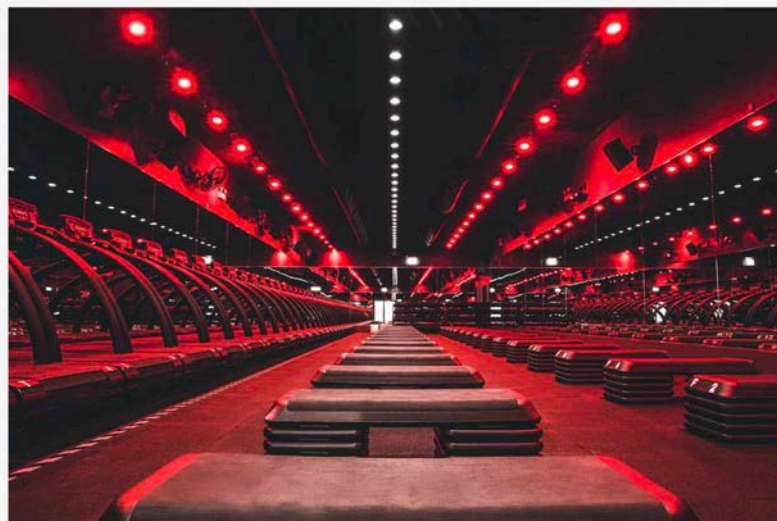
The project includes 20,000 square feet of commercial space and 358 indoor parking spaces on two levels underground and two levels above ground.



TUSHIE MONTGOMERY ARCHITECTS VIA CITY OF MINNEAPOLIS

Harlem Irving and CA Ventures are planning a 20-story tower with 355 apartments at 250 Hennepin Ave.





BARRY'S BOOTCAMP TO OPEN FIRST MINNESOTA LOCATION IN MINNEAPOLIS

November 25, 2019

Another fitness chain is setting up shop in the North Loop neighborhood.

Los Angeles-based **Barry's Bootcamp** will open a new location at 701 Washington Avenue N in early 2020. The new location will be located on the ground floor of the **Loose-Wiles** building in a space at the back of the building that fronts N 7th Avenue. The space most recently was home to offices before it was vacated early last year.

If you're not familiar with Barry's Bootcamp, we'll take a moment to fill you in.

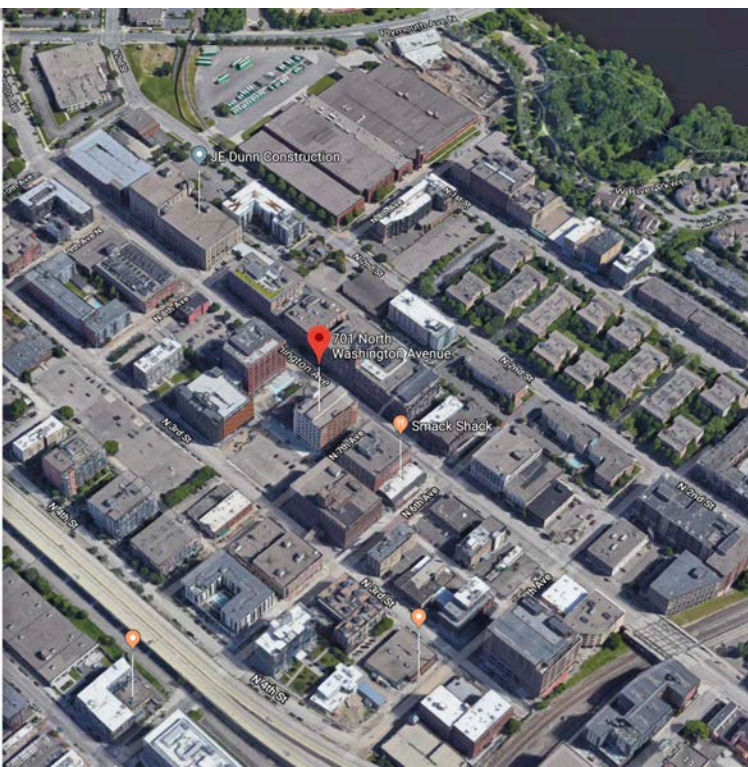
Barry's Bootcamp is the original high intensity interval workout. Those who work out at Barry's Bootcamp can burn 1000+ calories during one of their 50-60-minute sessions. The sessions are instructor led and include cardio and weight training. Barry's physical workout room is called the "Red Room" and its filled with red lights, beat driven music and an intense energy. Designed by **DXU Architects**, Minneapolis' Barry's Bootcamp will feature ample space for fitness classes, women's and men's locker rooms and a large lobby that will also have a Fuel Bar. The Fuel Bar operates as Barry's "health and wellness hub" and will serve customized shakes, with most shakes being priced in the \$9 to \$11 range, along with grab and go items.



The North Loop location will be the Barry's Bootcamp's first Minnesota location. Currently there are over 50 Barry Bootcamp locations spread across 14 states and nine different countries. The company is currently in an expansion mode with a significant number of new locations in the works. At the moment the closest Barry's Bootcamp location to Minneapolis is located in Chicago.

Barry's Bootcamp is one of the latest fitness chains to open in the North Loop. In 2018 **Farrell's Extreme Bodyshaping** opened on the ground floor of Variant and this past spring **Basecamp Fitness** opened on the ground floor of Maverick. Next year New York City-based **Soul Cycle** will also open a location in Minneapolis, however the exact location has yet to be announced... but don't worry, we're working on it.

Barry's Bootcamp will be located at 701 Washington Avenue N in Suite 100 and is anticipated to open in early 2020

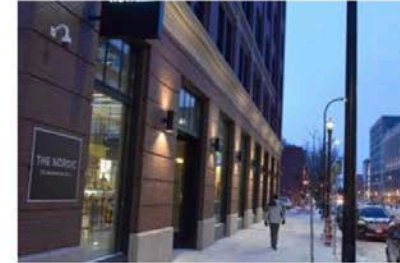


North Loop Galley adds table service to the food hall formula (photos)

Dec 12, 2019, 5:00am CST

The Twin Cities' latest food hall arrives Monday when North Loop Galley opens in Minneapolis with four new restaurants, table service and a 22-seat bar.

The opening lineup includes **Ono Hawaiian Plates**, specializing in the islands' signature mix-and-match lunch plates; Detroit-style, thick-crust pies from **Wrecktangle Pizza**; the Asian-Southern fusion of **Soul-Fu**; and **Thigh Times Birdhouse**, where the menu centers on dark-meat chicken. The bar will have about 20 beers on tap, wine and cocktails, including a draft cocktail mixed by Northeast's Tattersall Distilling.



NANCY KUEHN

That sounds like the typical food hall formula. But general manager **Blake Sileo** said what sets **North Loop Galley** apart from the competition are table service and non-disposable dishware — two restaurant-style amenities not typically found in area food halls.

"We're about the hospitality piece and less of a cafeteria or food court," Sileo said.

Customers will still order at the counter, but food will be delivered to the table. Bussers will set and clear tables.

North Loop Galley is the sixth food hall opened by Pittsburgh-based Galley Group Inc. since 2015. Counting the Minneapolis location, five of those food halls are still operating; Chicago's 11,000-square-foot Fulton Galley was open just half a year before closing in November.

Chad Ellingboe, Galley Group's vice president of operations, said restaurant operators sign a one-year agreement and about seven out of 10 operators make it the full 12 months. Three or four operators have gone from Galley Group food halls to opening their own brick-and-mortar spaces, he said.

"We like to have a good mix of people who may have owned a restaurant in the past or currently own a restaurant and chefs who have never owned their own concept, Ellingboe said.

North Loop Galley occupies a nearly 9,000-square-foot space on the first floor of The Nordic, 729 Washington Ave. N., a mixed-use building already home to FRGMNT coffee shop and Thr3 Jack, a restaurant with a golf simulator. Developed by Minneapolis-based United Properties, the warehouse-style building also hosts office space and condominiums.

Dylan Thomas

Staff reporter

Minneapolis / St. Paul Business
Journal





Fulton Getting A Facelift

January 10, 2020

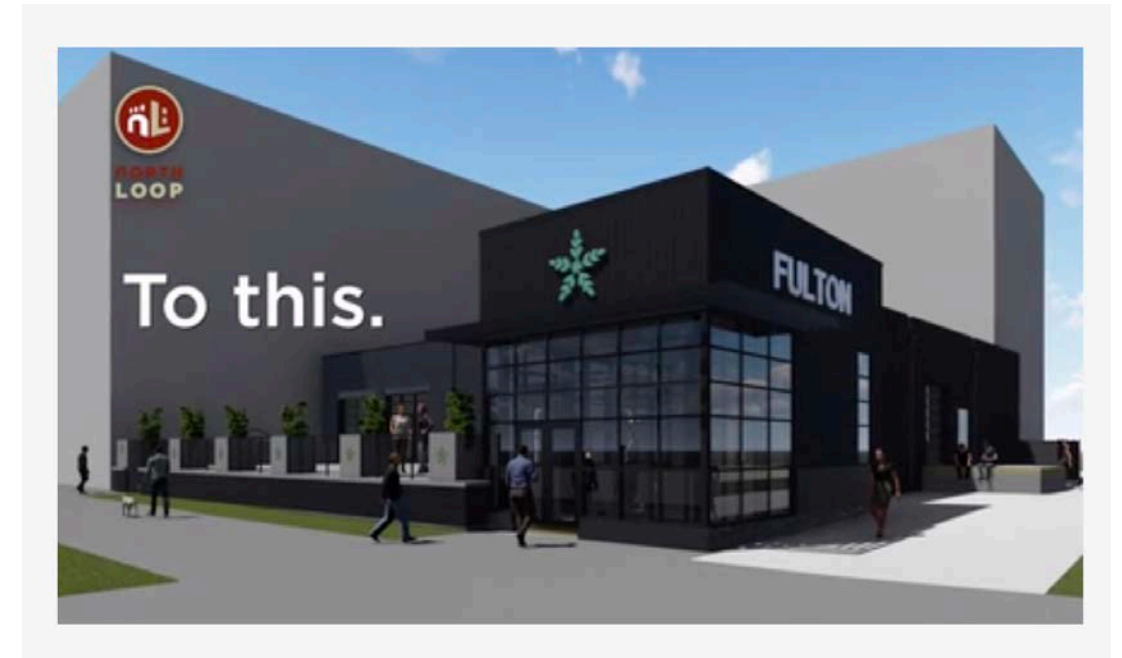
The oldest taproom in Minneapolis is getting a facelift. And the changes at **Fulton** will be quite noticeable.

Gone will be the food truck and the lower level beer garden. In its place will be a large new vestibule providing better entry and traffic flow to the taproom and the outdoor patio (which will be twice the size of the current one). Food service will be provided by a new indoor kitchen.

Fulton is bringing in additional seating and creating a new event space that can be partitioned off for private events. Some small batch beer production will also return to the North Loop facility in a brewhouse that produces specialty beers.

The taproom will remain open as much as possible during the remodeling. Co-founder Jim Diley said they hope to have the majority of the project complete in time for the Twins' home opener in early April.

By Mike Binkley, North Loop Neighborhood Association





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Dog Park With Beer Wine and Food



Root District

art.food.culture.

Welcome to the Root District.

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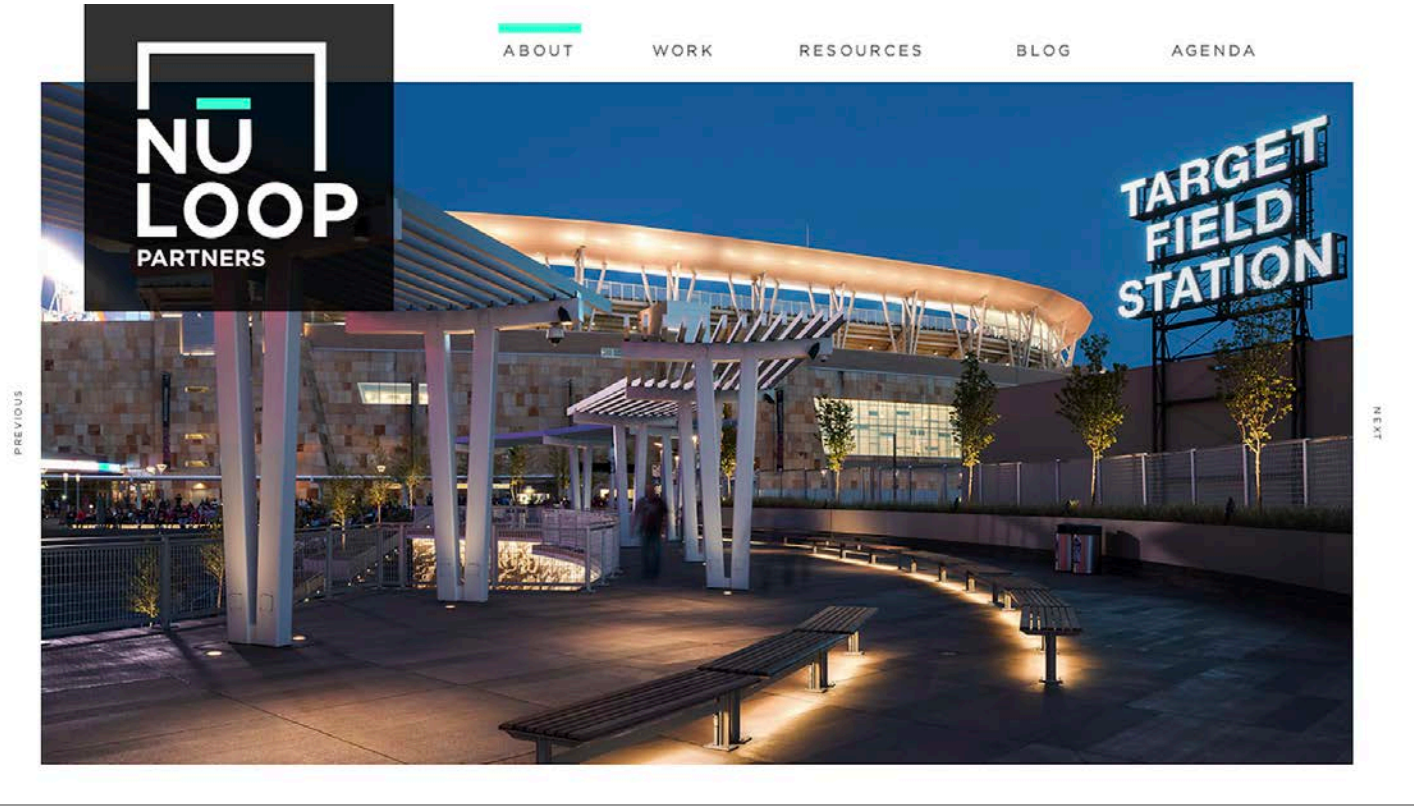
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