

Feature Article

Mall Security: Amenity or Obligation?

by **Cynthia Hable**, Kraus-Anderson Companies

Following the 9/11 tragedy and the Washington D.C. area sniper attacks in the fall of 2002, shopping center and mall security has become a headline topic and monumental task. Replacing the dilemma over finding a good parking spot and which stores to visit, safety and security are now major concerns of the average customer when frequenting their shopping venues. With more and more options available to them, consumers today are making a conscious decision where to spend money.

It is no longer a secret that shopping centers and malls are experiencing more crime today than ten or twenty years ago. And crime, or the threat of crime, can be devastating to a mall or shopping center. No one wants to shop in an environment that is or is perceived to be unsafe, a fact which can ultimately translate into decreased sales for retail tenants and higher vacancies for landlords.

Although it appears that actions by terrorists, bombers and snipers have subsided, we must

Mall Security continued on page 2



SHOPPING CENTER SNAPSHOT

Crystal Town Center

Location: Bass Lake Road and Broadway, Crystal, MN

Month/Year Opened: October 1997

Owner: Bass Lake Road Retail Association LLP

Center Manager: Royanne Carper, Paster Enterprises LLP

Leasing Agent: Richard Jahnke, Paster Enterprises LLP, (651) 646-7901

Architect: KKE Architects, Inc.

Construction Contractor: Advance Construction Company

GLA: 60,000 sf

Current Occupancy: 86%

of Stores: 12

Anchor Tenants: Office Depot, TimberLodge, Movie Gallery

Market Area Served: Northwest suburbs

Construction Style: Brick/masonry; turrets on end-caps are prominent architectural feature



Additional Facts/Narrative: This center is on the hard corner of the intersection across from the Target Store and Crystal Shopping Center at Bass Lake Road. The intersection boasts 45,000 cars per day and the three mile trade area population is over 103,000. While it is a "middle income area," households still have a surprisingly solid average income of \$63,980. Many new stores have opened in the center and/or on the intersection, including Movie Gallery, Carlson's Piano World, Walgreen's, El Loro Mexican Restaurant, Fantastic Sams Salon and Buffalo Wild Wings Restaurant. Please call Richard Jahnke for leasing information.

MALL SECURITY *continued from page 1*

continue our best efforts to make our shopping centers safe. We can offer this through safer designs, better management and added security personnel. We must design shopping centers and malls better to enhance safety and security.

SAFER BUILDING DESIGN

Shopping center designs have evolved to reflect upon more than just bricks and mortar. Instead of just places to transact business, today's shopping centers and malls have become places to socialize and sources of recreation. Added facilities such as outdoor courtyards, exterior restaurant seating venues, amusement areas for children and places to walk or exercise have become expected amenities. However, these added attractions also bring greater challenges for maintaining a safe environment.

The National Crime Prevention Institute cornered the market in security design by initiating the Crime Prevention Through Environmental Design (CPTED) Program. In short, CPTED is defined as "the proper design and effective use of the built environment can lead to a reduction in the fear and incidence of crime, and an improvement of the quality of life."

There are four strategies in CPTED:

1. **Natural Surveillance** – a simple design concept that keeps intruders easily visible. Centers that are built to face each other or designed so that windows and entrances look out into well-lit parking lots and public areas to maximize visibility. Adequate lighting is installed in landscaping beds, parking lots, sidewalk areas, store entrances and shopping center ingress and egress points to deter criminals.
2. **Territorial Reinforcement** – the process of developing a sense of territorial controls to discourage offenders such as plotting buildings in a horseshoe or circular design or using landscaping, pavement blocks or gates to define property lines.
3. **Natural Access Control** – systematically decreases crime opportunity by denying access to crime targets by designing open public streets, sidewalks and entrances, creating court-

yards and meeting places, and discouraging back alleys, parking lots in the rear of buildings, or dark and hidden building entrances.

4. **Target Hardening** - the process of adding features that prohibit entry or access such as dead bolt locks, lock guard plates, alarms, fences or gates, which deny access by an intruder.

MANAGING SECURE BUILDINGS

One of the most crucial jobs of today's property manager is providing an environment in which people can shop safely. Property managers can analyze local demographics and community offenses to research signs of emerging threats, but, more importantly, they can discourage potential offenders by operating well-lit, clean, nicely landscaped areas.

One key component to security is to provide adequate lighting. Proper lighting deters crime and gives customers a good sense of safety. In addition to having a number of light fixtures both for illumination and accenting designs, wattage should be another major focus. Proper maintenance of light fixtures is extremely important and includes lightbulb replacement, changing timers with the seasons and keeping fixtures free from obstructions like bird nests, dead bugs and dirt residue.

With municipalities pushing for more community space and green areas, the maintenance of these areas is imperative. Trees and bushes must be trimmed to prevent shadow areas or hiding places. Courtyards must be visible to the public and walking areas must also be free of hidden areas that can be used as ambush points.

ADDED SECURITY PERSONNEL

Years ago, the presence of security guards announced to shoppers that you had a security problem and gave shoppers a perception that a mall with such policing was unsafe. Times, however, have changed. Today, security officers add a sense of safety.

Over the past two years, there has been an emergence of police substations moving into malls as tenants. Although it may seem as an odd mix in a retail center, these substations can provide a great service to

the shopping center and the surrounding community. In addition to curtailing criminal activity – such as vandalism, theft, and robbery – and deterring loiterers, representatives from police substations can help provide customers with information, and assist management to prevent potential hazardous situations or conditions. Adding police substations that bring a sense of safety and security may be a way to attract customers and enhance your tenants' business.

Given all of the concerns that shopping centers face, center design is evolving to include more than just esthetics. The need to capture consumers by providing a safe, secure and inviting shopping experience leads to one invincible conclusion:

Security is no longer just an amenity; it is an obligation. ■

Upcoming Events

MSCA programs will be held at 8 a.m. (registration at 7:30 a.m.) at the Radisson South Hotel unless otherwise publicized before the program. Pre-registration ends at noon the day prior. Any registrations received after that will not be guaranteed pre-registration. Program topics are subject to change.



Wednesday, February 5
Stock Analyst Panel

Tuesday, March 25
Legislative/Business Day at the Capitol

Wednesday, April 2
Retail Focus

Wednesday, May 7
Headline Speaker

Wednesday, June 4
Industry Trends

Monday, June 16*
Annual Golf Event

Wednesday, July 9
Personal Development

Wednesday, August 6
Development

Wednesday, September 10* (Afternoon)
Retailer Panel

Wednesday, October 1
Mall Program

Wednesday, November 5* (Afternoon)
Retail Report

Tuesday, December 9* (Evening)
STARR Awards/Year End Ceremonies

Reinventing the Strip

by **Christopher Naumann**, KKE Architects, Inc.

An issue that is becoming more and more prevalent in our communities is what to do with commercial strip developments. On January 8th, over 200 people came to hear **Michael Beyard** present his landmark study *Ten Principles for Reinventing America's Suburban Strips* at the MSCA program held jointly with the Urban Land Institute. Stemming from over 20 years of experience in real estate development, land-use planning and economic development, Beyard co-authored "Ten Principles" to act as a guide for communities and businesses struggling to develop centers.

Ten Principles

1 – Ignite Leadership and Nurture Partnership

To create a property that maintains its value and becomes a central place of commerce and community, all of the stakeholders, both public and private, must participate from the very beginning of the development process. This is particularly true when development infrastructure costs require the use of public monies and resources.

2 – Anticipate Evolution

Part of developing successful real estate, especially in commerce centers, is allowing a property to easily conform to new market trends through minimal reconfiguration and redevelopment. This flexibility, along with a keen sense of future market trends, will keep a center much more viable as a property in the long term.

3 – Know the Market

As obvious as this sounds, many centers have been built on a one-size-fits-all mentality that does not flex with changing products and patrons. To create a successful center, it must be flexible enough to engage the evolving market it serves. An aging community will utilize its center much differently than a community made up of young professionals.

4 – Prune Back Retail Zoned Land

Directed more towards the public sector, many communities saturate their lands with retail zoning classifications. This creates transportation congestion and costly resource consumption due to disconnected pockets of development spread all over the map. By focusing retail in more concentrated zones of focused infrastructure, the value of existing properties will increase, providing a stronger market for redevelopment and renovation of underperforming properties while reducing infrastructure costs.

5 – Establish Pulse Nodes of Development

Centralizing "nodes" of high-density development should be the focus of centers. By stimulating intense and diverse activity through well-planned densification, centers create their own vitality and sense of place in a given community.

6 – Tame the Traffic

Allowing traffic to flow both in, out and through centers is vital. However, vehicles can be better managed to alleviate congestion, while allowing maximum access. This can be done using traffic-calming devices and local, pass-through traffic management methods. Slowing vehicles to more humbling speeds, allowing easy access and visibility to parking, and offering transportation options will also serve to better connect a center to its community and its patrons.

7 – Create the Place

Creating a unique place with a center is by far one of the best ways to breathe life to a property. By investing in the quality design of a center, a distinct dividend can be realized from that center through its increased performance and market value.

If you have a job without aggravations, you don't have a job.
- Malcolm S. Forbes



left to right: Presenter Michael Beyard stands with panelists, Tom Palmquist, John Trautz and Kelly Doran

8 – Diversify the Character

Related to Principle 7, not every center should look as if it came from the same formula or cookie cutter pre-design. To be successful, a center must be individualized with architectural expression and offer a mix of uses. It should react naturally to market forces yet provide a wide palette of environments and experiences.

9 – Eradicate the Ugliness

By creating attractive storefronts, screening visible service areas and utilities, reducing the size and scale of signage and segmenting large parking fields into more innovative arrangements that incorporate attractive landscaping, a center becomes less of an eyesore and more of an amenity to its patrons.

10 – Put Your Money (and Regulations) Where Your Policy Is

To successfully develop commercial centers, both public and private interests must be ready to invest in all aspects of the process throughout the lifetime of the property and the community to which it is a part of. Being prepared to go the extra distance will pay off in the big picture of a good center.

According to Beyard, developers, retailers, public officials and patrons all share a common interest in creating successful, competitive commerce centers of high value and lasting quality. Hopefully, these Ten Principles can guide those reinventing suburban commercial properties and help them create centers that not only stand the test of time as economic generators, but also provide hubs of culture and community.

For more information or to order your copy of *Ten Principles*, visit www.bookstore.uli.org and reference order #R35. ■



Featured Corporate Sponsors



Adolfson & Peterson

Company Vision: To provide a challenging and rewarding life to all.

Industry Focus: To continue providing superior service to the retail development community.

“In addition to networking with business friends, MSCA provides an educational venue for us to learn and explore better ways to add value for our clients in order to enhance their bottom line.”

- Harlan Hallquist

Cunningham Group Architecture, P.A.

Company Vision: To exceed the expectation of clients around the world through the design of the built environment.

Industry Focus: To provide architecture, interior design, urban design and planning, landscape design, show management and visual imaging services in multiple markets.

“MSCA provides an active forum for interacting with industry leaders regarding retail development opportunities in the Twin Cities area.”

- Dave Solner

THANK YOU!

Madison Marquette Realty Services

Company Vision: To be one of the top retail management firms in the country for institutional, pension fund and private owners.

Industry Focus: Retail services, including: management, leasing, development, construction management, tenant representation and consulting.

“MSCA provides networking and helps us stay current with local and national trends.”

- Craig Estrem

Reliance Development Company, LLP

Company Vision: To build a portfolio of quality retail real estate income producing assets through development and acquisition.

Industry Focus: Retail development and retail property ownerships; project sizes \$1 million to \$10 million.

“It is important to Reliance to be connected to the industry pipeline, and MSCA helps provide part of that connection.”

- Vincent Driessen

Ryan Companies US, Inc.

Company Vision: To be the developer and builder of choice for the customers we serve.

Industry Focus: National commercial real estate firm offering integrated design-build and development as well as asset, property and facilities management services.

“MSCA offers Ryan’s retail development team and its property management group a key opportunity to interact and network with industry leaders in the Minnesota shopping center community. The monthly programs and newsletter prove insightful and beneficial to understanding the dynamic nature of our business.”

- Thomas Palmquist

United Properties

Company Vision: To be the most talent-rich, customer-focused regional real estate firm in America.

Industry Focus: Retail leasing and sales, tenant representation, property management and investment sales.

“I believe the collective MSCA membership shares a passion to be industry leaders, striving to better our customers, communities and businesses by establishing a higher standard.”

- Michael Sims

THE FULL LIST OF MSCA'S 2003 SPONSORS IS ON THE BACK PAGE

Twin Cities Retail Real Estate Market Robust at 2002 Year-End

Economic uncertainty didn't slow growth in the Twin Cities retail real estate market over the second half of 2002. Retail vacancy declined significantly even as new development added 2.0 million square feet of space to the market, according to the year-end 2002 United Properties *Outlook* for Twin Cities commercial real estate markets. Retailers were ready to fill the new buildings, absorbing positive 2,597,633 square feet of space over the second half.

Buoyed by strong demand and abundant new development, the Twin Cities year-end retail vacancy rate fell to 4.5%, versus 6.8% one year ago. Nationally, the average retail vacancy rate is 7%. Average net rental rates for all types of Twin Cities retail properties increased to \$15.25 per square foot at year-end, up 2.4% from the \$14.89 per square foot mid-year number.

“Twin Cities retail properties continue to outperform other segments of the commer-

cial real estate market by a significant margin,” said Mike Ohmes, vice president, brokerage for United Properties.

While retailers are reporting the weakest growth in holiday sales in three decades, the Twin Cities continues to exceed the national retailing trends, and has remained stronger than other parts of the country.

Complete access to the United Properties *Outlook* report is available online at www.uproperties.com. ■

What's Happening

Lakeville Crossing Now Open

Landform announces the successful completion and opening of Lakeville Crossing, a new retail center at the busy intersection of Cedar Avenue and 160th Street. The seven stores currently open for business include Fantastic Sam's, US Nails and Carbone's Pizza. More restaurants and a bakery will complement the center later this spring.

"For the design of this project, we were challenged by 40 feet of relief at the back of the site, along with seeping groundwater," according to Vicki VanDell, project engineer. "We worked closely with the soils engineer and architect to determine cost-effective drainage and elevation solutions. Part of the final design included using the rear walls of the building as part of the retaining wall system."

Landform is a multi-disciplinary consulting firm of over 50 professionals with offices in Minneapolis and Phoenix. VanDell leads their Custom Architecture Studio team, which provides civil engineering, landscape architecture and project management to the custom segment of the development industry.

Snyders to Open in Block E

Snyders Drug Stores will open this spring in 12,000 sf as an anchor tenant in Block E, downtown Minneapolis. With convenient street access on Hennepin Avenue, in addition to skyway level access via escalators, the new street level Snyders Drug Store combines the offerings of a full-service pharmacy, convenience store, along with a vast array of toiletries, cosmetics and services for the booming downtown Minneapolis community comprised of office workers, visitors and tourists, and a growing population.

The new Block E Snyders will feature a soda fountain, convenience dairy section, frozen entrees, ice cream novelties, luncheon meats, and additional food and household staples. Also included will be a full-service pharmacy, an extensive card and gift selection and large cosmetics area

MSCA Member Profile

David Stradtman



Primary Career Focus: Cub Foods development in the Twin Cities

Company: SUPERVALU INC.

Title: Real Estate Manager

Hometown: Stillwater, MN

Education: B.A. – Philosophy and Sociology major and Economics (minor), University of Minnesota – Duluth; Juris Doctorate – Hamline University School of Law

Family: Fiancée Jennifer and soon-to-be step-daughter Mikayla

Hobbies: Snowmobiling, golfing, fishing, touch football

Job History: Current job since June 2000; Video Update Real Estate Director 1998-2000; Real Estate Representative – SuperValu 1996-1998; worked for Cub during college and law school; student attorney for the Ramsey County Public

Defenders office during law school.

Very First Job: Cutting grass and shoveling snow for a woman that lived across the street from my family when I was a kid.

Dream Job: Getting paid to go snowmobiling and play golf.

Secret Talent: I can make a watermelon boat in the shape of a baby-buggy... if real estate goes bad, I can always go back and work in the deli at Cub.

Favorite Food: Pizza, with steak and lobster a close second.

MSCA Involvement: Attend monthly meetings and enjoy interacting with all the great people that work in the real estate business in this area. Looking forward to taking part in the Snowmobile for Caring Tree event this winter. ■

featuring a vast assortment of bath and body products, along with related items ranging from perfumes to pantyhose. Additional amenities offered will include one-hour photo processing, copy print stations and Western Union/Money Orders, among other timesaving customer services.

KKE Continues with Riverdale Village

Development continues at Riverdale Village in Coon Rapids. Developers Diversified has been very active in continuing the growth of this regional center. Recent

tenants include Borders, Ulta and Petsmart surrounding the central pond feature. Sportsman's Warehouse is a major anchor tenant addition, and freestanding pad buildings include Pier 1, Men's Wearhouse, IHOP, and Dairy Queen to name a few. KKE Architects continues to provide the masterplanning, design, and construction documents for these phases. Roughly 200,000 s.f. has been added over this past year. Witcher Construction is the general contractor.

Wall Companies News

Jeffery Taylor has joined The Wall Companies, Minneapolis, as Property Manager. Taylor's nine plus years of property management experience includes seven years with Gittleman Management Corporation. He will be working primarily with the downtown Minneapolis retail center, Highland Bank Court.

Dan Lee has joined Elizabeth Lee at The Wall Companies' Real Estate Acquisitions Department, in efforts to expand The Wall Companies' portfolio of real estate holdings. Each will serve as a Vice President of Real Estate Acquisitions. ■

Got Something to Say?

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Center Snapshot	6" x 4.5"	\$275
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To place an ad in the MSCA newsletter, please contact the office at (952) 888-3491

Industry Tidbits

by **Tim Hilger**, Diversified Acquisitions, Inc.



If you have additional tidbits, please forward them to Tim Hilger, newsletter co-chair, at thilger@ix.netcom.com

- According to the ICSC, **Wal-Mart** agreed to pay \$421.1 million for shares of Japanese supermarket retailer **Seiyu**, thus, increasing WalMarts stake in Seiyu from 6.1% to 34%. The investment was encouraged by the Japanese retailer's lenders. Additionally, Wal-Mart announced that a Federal judge overruled the Puerto Rican government. Consequently, Wal-Mart will be allowed to purchase the Puerto Rican grocery store chain **Supermercado Amigo**.

- **Inland Retail Real Estate Trust**, based in Oak Brook, Illinois, announced that it will spend \$1 billion on new acquisitions in the next several months. Since November 2001 the company has spent \$1.1 billion in new acquisitions. The privately held company is part of **Inland Real Estate Group** which owns approximately 130 community centers. Inland will expand its geographic investment region from the Midwest to the West Coast and northern part of the east coast.

- **Simon Property Group** announced a new multi-year agreement with **Coca-Cola** that began in January 2003. The new five year deal with Coca-Cola replaces the old promotional contract with **Pepsi**.

- **Taubman Centers'** Board of Directors unanimously rejected **Simon Property Group's** latest offer to buy all the shares of Taubman.

- A number of toy suppliers have ceased shipping merchandise to toy retailer **FAO** due to non-payment. FAO (Schwartz) has had cash problems for some time. The next question is: will FAO survive?

- It is anticipated that **Kmart** will close an additional 200 – 300 stores in 2003. Also, the troubled nation retailer was told by the SEC that their stock would be delisted from the Exchange. The primary reason cited was that Kmart's stock has been trading below \$1 per share for more than 30 days.

- **Target** announced that it has formed a partnership with children's bedding and accessories designer **Amy Coe**. Target will produce the collection under the direction of Amy Coe.

- **Big 5 Sporting Goods** announced the opening of their 275th store in November of 2002. One of its main competitors, **Dick's Sporting Goods** opened 7 new stores in its 3rd quarter bring its total store count to 141.

- **Kmart** announced that they have entered into a marketing agreement with Latina pop singer **Thalia**. The retailer is trying to appeal to a younger, hip customer.

- **Home Depot** announced that it will install "self service" check out lanes in half of its store by the end of 2003. Home Depot has 1,487 stores in its system.

- **Target** announced that it will build its first store in the Bronx. The 156,000 sf store will be located on a 6AC parcel at the River Plaza retail development. The building will include a 3AC parking deck on the roof of the store. The store is scheduled for a March 2004 opening.

- **Rouse Co.** announced that it acquired all of its partners' interests in **Ridgedale Center**, Minnetonka, and **Southland Center** in suburban Detroit for \$215 million. Rouse also announced, under a separate transaction, that it has acquired controlling interest in the **Fashion Show Center** in Las Vegas.

- **Arby's** opened its first "Restaurant of the Future" in Allentown, PA. This new

restaurant concept, geared for the 21st century, is the result of two years of study and research. Ambiance, speed of customer service, variety and quality of food are the other key components of the concept.

- **Planet Hollywood International, Inc.** won bankruptcy judge approval to emerge from bankruptcy for the second time in two years. Its plans call for the sale of its final 10 restaurants including the one in **Mall of America**.

- **Wal-Mart** has registered with the SEC in December 2002 for the sale of up to 16 million Wal-Mart shares currently owned by **Walton Enterprises LP**, the Walton family partnership.

- **Best Buy** announced a 5% increase in 3rd quarter earnings in December. Best Buy predicted a slight increase in "same store sales" at its **Best Buy** and **Future Shop** stores for the 4th quarter. However, 4th quarter "same store sales" at its struggling Musicland Division's 800 **Sam Goody** stores are predicted to be down. The Sam Goody stores' 3rd quarter "same store sales" were off 11.5%. In spite of Best Buy's Musicland Group's weak performance Best Buy's core business remains strong. This is in spite of increased competition from **Target** and **WalMart**. **Circuit City** reported a 3rd quarter loss that was bigger than expected. ■

MNCAR February Program

As an added value to MSCA members, the Minnesota Commercial Association of Realtors (MNCAR) invites you to attend their upcoming monthly programs at a rate reduced from the regular non-member rate. This gives you the opportunity to earn C.E. credits while networking with other real estate professionals and learning about issues and trends affecting the industry. MSCA members must register in advance by calling Jean at (952) 908-1785; mention this offer to get the \$28 rate.

2003 Legislative Update with
Bill Blaiser, Chief Lobbyist for the MN Chamber of Commerce and
Kaye Rakow, Lobbyist for NAIOP

APPROVED FOR 1.5 HOURS OF C.E. CREDIT

Wednesday, February 12th

7:15 Registration • 7:45 Breakfast • 8:15 – 9:30 Program

Edina Country Club, 5100 Wooddale Avenue, Edina

Newsletter Committee

Pictured:

Albi Albinson, *Architectural Alliance*
 Kathy Anderson, *KKE Architects, Inc.*
 Jon Dahlin, *Itasca Funding Group, Inc.*
 Lisa Diehl, *McDonald's Corporation*
 Stephen Eggert, *Target Corporation*
 Betty Ewens, *Kraus-Anderson Companies*
 Cynthia Hable, *Kraus-Anderson Companies*
 Tim Hilger, *Diversified Acquisitions*
 Nancy Murdakes Brown, *Suntide Commercial Realty*
 Christopher Naumann, *KKE Architects, Inc.*
 Lonnie Pierce, *Meridian Real Estate*
 Terry Smith, *TRS Commercial Real Estate, Inc.*

Not pictured:

Bob Barton, *Kraus-Anderson Companies*
 Tim Connors, *DPD Print Management*
 Carol Ulstad, *Shingobee Builders*



ALBINSON



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DIEHL



EGGERT



EWENS



HABLE



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BROWN



NAUMANN



PIERCE



SMITH

The 2003 Newsletter Committee, led by **Lonnie Pierce** and **Tim Hilger**, is committed to providing our members an interesting monthly newsletter with accurate and up-to-date information. The committee brainstorms for new ideas and works together to obtain and prepare articles, including retailer, member and corporate profiles, program recaps, and features about existing and future retail development projects within the state and

retail trends that affect our industry. This committee meets quarterly in order to make assignments for future issues of the newsletter. If you have ideas for the committee or are interested in writing articles, please contact Lonnie Pierce (612) 343-0213. It is an excellent opportunity for those who like to write to network with other members of MSCA. A huge thanks to everyone on this committee for their dedication and hard work! ■

Transportation Funding Issues



The legislative issues that are priorities for MSCA during the 2003 legislative session are taxes, transportation funding and smart growth. This month we discuss the likelihood that funding will be provided for roads, bridges and transit this year.

MSCA joined the Minnesota Transportation Coalition that lobbied last year for increased funding for transportation. In 2002, the Coalition supported an increase in the gas tax, \$250 million in bonding, and a complete transfer of the Motor Vehicle Sales Tax to transportation. Although the House and Senate passed funding bills in 2002, they could not agree on the final details of a funding package.

This year the Senate introduced twenty transportation-funding bills. The House has introduced a half dozen. But the House and Senate differ in their funding priorities for transportation.

The House supports "roads only" and the Senate prefers funding for roads and transit. The House and Senate are beginning where they ended last session and each must make concessions in order for a transportation-funding package to pass.

The Coalition will introduce a bill in February with positions both the Senate and House can support. The Coalition is also working closely with the Governor who will present his proposal in February.

The Coalition's Guiding Principles

- The transportation network is key to maintaining the state's competitive economic status.
- A new source of long-term, balanced funding is needed.
- A separate, secure funding source should be established for statewide transit.
- A minimum of \$400 million additional funding per year is required to meet additional transportation needs.

- Oppose changes in transportation funding that reduce existing funding levels for highway or transit operations or lower current maintenance levels.
- The state should rely on transportation user fees, such as a minimal gas tax, when considering new funding options.

Watch for information on March 25th Annual Legislative program and Business Day at the Capitol. MSCA encourages every member to consider attending Business Day, where you will have the opportunity to discuss transportation funding issues and ask your legislator to support the Coalition's funding package. For more information, contact MSCA at (952) 888-3491. ■

The Story of America's 46,000 Malls

Be sure to check out Nancy Cohen's new book, **America's Marketplace: The History of the Shopping Center** (Greenwich Publishing Group). The book contains a plethora of retail facts and mall trivia.

MSCA 2003 CORPORATE SPONSORS

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