

THE CONNECTION

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MINNESOTA SHOPPING
CENTER ASSOCIATION



Trends and Innovation in Architecture



by Natina James,
CUNINGHAM GROUP
ARCHITECTURE, INC.

Trends and innovation in architecture cover many different areas and can be challenging to implement due to perceptions, familiarity, and cost. It often takes patience and education to bring contractors, owners, and city officials on board. Innovative items or technology coming into the market are modular construction, sustainability products, smart materials, adaptive reuse, and environmentally friendly approaches.

Innovative items you might start using are modular wood construction, smart glass, self-cleaning concrete, and electronics. Modular wood frame construction is becoming a popular choice for medical facilities, hotels, and multi-family housing. Wooden boxes are fabricated in a factory setting with finishes, millwork, and basic electrical and plumbing installed and then transported to the site. They are then unloaded and stacked. Main utility connections typically run through the main corridors and the modular units are connected upon installation. As a rule of thumb, the biggest savings is time – not

money. Fabrication within a factory also allows for better quality control, reduces waste, and emits less CO2. Investment must be made with initial project planning and authorities having jurisdiction (AHJ) education but is worth the effort as this method can potentially save as much as six to nine months on construction schedules. An example of such a project is The Eddi Apartments at Pentagon Village in Edina.

Buildings are being pushed toward sustainable technology and approaches with evolving building codes and city requirements. Minnesota is drafting code language to bring new building code requirements to the AIA's 2030 Net zero standards by 2036. Check out Minnesota Department of Labor and Industry's update [here](#). In general – the goal is to reduce emissions and waste and use fewer resources and energy. Buildings generate over 39% of the world's carbon emissions.¹ Don't be surprised to start seeing requirements for preparing for building "electrification" – transitioning heating and cooling away from natural gas and preparing for solar

carbon dioxide) and gas stoves release pollutants such as nitrogen dioxide and carbon monoxide which damages our lungs and 42% increase in asthma symptoms in children.² Watch for some sort of compromise in climates such as Minnesota. An easier first step may be implementing heat recovery units – which can recover 60-90% of heat from exhaust air.

Products you may consider utilizing are smart glass and self-cleaning concrete. Both utilize inherent material qualities or ingredients that are activated by energy source (such as sun or electricity) to change the products performance. When electricity is applied to Smart Glass the crystals "randomly orient and scatter the light" which make the glass opaque and provides privacy.³ Self-cleaning concrete utilizes titanium dioxide which is activated by the sun – "hardening" the concrete which causes a "repelling" effect of dirt and pollutants. There is hope that the photocatalytic process will help decompose airborne pollutants.⁴ Another evolving technological approach is Smart Buildings. Smart Buildings can help reduce operation and energy costs. Smart systems collect data on use and can adjust lighting, HVAC, and shades to use, season and time of day. Other emerging trends include materials utilizing recycled materials such as steel, rubber,

installations – running conduit and designing roofs to accommodate the new structural load. Biggest issues for Natural Gas tend to be leaking which results in Methane (21 times more damaging than



THE JOURNEY OF A MOD

– continued on page 2

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TRENDS AND INNOVATION IN ARCHITECTURE *continued from front page...*

fly ash, and silica. These can be easier to introduce into projects by carefully selecting or specifying items such as reclaimed aggregate or paving, carpet, reclaimed wood, cork, and plastic. It's also very common to see projects at inception, during and after construction utilizing cameras and drones for surveying, documenting construction progress, and job site security. They can also provide 3D models, measure volume, and provide high resolution images. Robots are also appearing on job sites such as the MULE (Material Unit Lift Enhancer). Heavy loads are loaded/unloaded with precision while increasing jobsite safety and preventing injuries.⁵

Mixed use and adaptive reuse are trending especially due to concerns about land and construction costs. Mixed use projects must

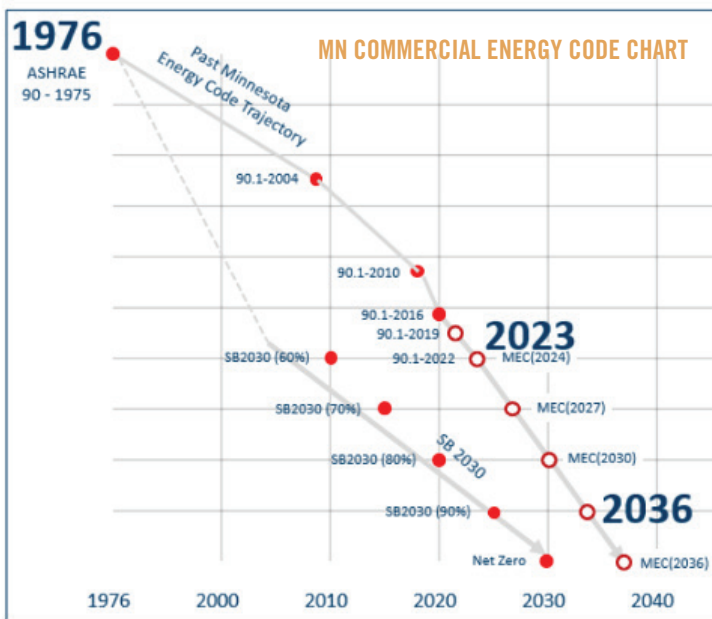
integrate into the neighborhood and existing urban fabric. "It's vital to focus on community and to create a sense of place while designing a mixed-use asset. It's the authenticity of the development that will dictate its longevity."⁶ Mixed use strategy can often bring higher rents. JLL has seen up to 24.7% increase in rents in the same submarket vs. typical development. Developers are more serious looking at renovating vacant space – transitioning from original use toward new spatial needs such as community spaces and housing. "Estimates show that within the next ten years, ninety percent of real estate development will involve adaptive reuse of existing buildings in lieu of new construction."⁷ Adaptive reuse can

revitalize communities, reduce waste, and promote sustainability. An impressive example locally is the transformation of abandoned rail lines to Midtown Greenway. A commitment since 1995 – it has brought more than \$750 million dollars in public and private investment, created thousands of jobs, increased multimodal transportation, and created urban park/greenway.⁸ Often it just takes imagination to spur ideas. The Phillips


PATH TO THE MIDTOWN GREENWAY

neighborhood worked together with Hennepin County, neighborhood groups, and NACDI (Native American Community Development Institute) to transform a vacant parking lot into community resource for gathering, farmers market, and green space.

All trends show that a more environmentally friendly approach is here to stay. Expect to see continued evolution in availability of new products, construction techniques, and technology to help solve challenges of limited budgets, materials, and labor. Sites will be increasingly seen as assets and utilize compelling site resources – existing buildings and context. Working together we can develop strategies to integrate innovation and sustainability into our projects.



¹<https://www.viewpoint.com/blog/seven-coolest-construction-technology-2023>

²<https://rmi.org/gas-stoves-health-climate-asthma-risk/#:~:text=1,,lungs%20and%20exacerbate%20respiratory%20issues.>

³<https://www.smartglasscountry.com/news/what-is-smart-glass>

⁴<https://precast.org/2020/08/self-cleaning-concrete/#:~:text=Self%2Dcleaning%20concrete%20works%20by,when%20exposed%20to%20the%20sun.>

⁵https://companycam.com/blog/top-10-construction-technology-trends-shaping-the-industry?Tag=%2BConstruction%2BWorkflow&Author=Ralitsa+Golemanova&utm_source=google_ads&utm_medium=ads&utm_campaign=dynamic_content_conversion_value_search&utm_content=all_blogs_dynamic_all_blogs_dynamic_conversions_c_g_search_network&utm_term=&gclid=EAlalQobChMlmcBn2LSKgMVCkxyCh0gwQLtEAAAYASAAEgffzfd_BwE

⁶<https://bsbgroup.com/blog/5-architecture-trends-20237>

⁷<https://www.workdesign.com/2022/12/2023-trends-back-to-the-future-with-adaptive-reuse/>

⁸<https://www.hennepin.us/residents/transportation/midtown-community-works>



Minnesota Marketplace

- ▶ **SCENTHOUND**, the first wellness-focused, membership-based dog grooming brand is coming to Lakeville.
- ▶ **TJ MAXX** is coming to Willmar.
- ▶ **PILATES LOFT** recently opened at The Village at Mendota Heights.
- ▶ **YETI, JB HUDSON JEWELERS, and J.H. & SONS MENSWEAR** to open this fall at Galleria in Edina.
- ▶ Carwashes continue to expand in Minnesota with **SPLASH EXPRESS** carwash currently under construction in Hibbing.
- ▶ Smoothie bowl shop **BOM DIA TREATS** will open a second location near the North Loop.
- ▶ **WHITE CASTLE** closed its Lake Street location in Minneapolis.
- ▶ **SCHNEIDERMAN'S FURNITURE** is opening their ninth showroom in Bloomington.
- ▶ **TOTAL WINE** has taken over the MGM Wine and Spirits space in St. Louis Park at Knollwood Shopping Center.
- ▶ New **ZAMBONI'S** will fill former Eagle Street Grille space near Xcel Energy Center on West Seventh Street in St. Paul.
- ▶ A receiver has been appointed to St. Cloud's **CROSSROADS CENTER** as it faces foreclosure suit.
- ▶ **PINBALL** bar recently opened in the Liquor Lyle's space on Hennepin Avenue in Minneapolis.
- ▶ **EVERYDAY COMMUNITY AND CHURCH** purchased the former LA Fitness site in Roseville.
- ▶ **ASSOCIATED BANK** will fill the vacant retail space in IDS Center's Crystal Court.
- ▶ **801 FISH**, a seafood sibling to 801 Chophouse, will soon open on Nicollet Mall in the former McCormick & Schmick's space.
- ▶ **MIDCOUNTRY BANK** to absorb Lake Community Bank.
- ▶ Mexican restaurant Centro's owner opening **BINA'S** bar in Northeast Minneapolis.
- ▶ **EASTLAKE CRAFT BREWERY** closed after nine years with Midtown Global Market.
- ▶ Ten more **WAXING THE CITY** studios are coming to the Twin Cities.
- ▶ **CHIPOTLE** and **STARBUCKS** opening this month in North Branch.



by Lisa Diehl,
DIEHL AND PARTNERS, LLC



by Jesseka Doherty,
MID-AMERICA REAL
ESTATE – MINNESOTA, LLC



DID YOU KNOW...
that Benjamin Franklin wanted the turkey to be the national bird of the United States instead of the bald eagle? He thought the turkey was a more respectable bird and a true native of America.

IMAGINE A THANKSGIVING FEAST FEATURING THE NATIONAL BIRD!



BOM DIA TREATS



ZAMBONI'S



801 FISH

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TRENDS

Hiring Trends Over the Holidays

AS THE FESTIVE SEASON APPROACHES, businesses across various sectors are gearing up for what we hope will be a transformative chapter of holiday shopping this Q4.

While the spirit of the holidays remains unwavering, the traditional surge in temporary job opportunities has taken a different trajectory this year. The question remains; can you forecast the success of the holiday season based on retailers hiring efforts, or lack thereof?

CNN reported many retailers plan on scaling back their holiday hiring efforts this year, with recorded all time lows since 2008.

Releasing their hiring plans, Macy's will aim to fill only 38,000 full and part-time positions this year, down from previous years. Target, however, remains

optimistic with an aspiring hiring goal of 100,000 seasonal positions, remaining steady from years past.

Moreover, the evolving shopping habits of consumers have propelled the growth of online retail, transforming the retail landscape significantly.

Despite the overall downward hiring trend seen across the retail landscape, Amazon gears up for what they anticipate to be a healthy holiday season. Planning to bring in 250,000 full-time and part-time seasonal employees, the ecommerce giant will strive to exceed their LY holiday hiring numbers by 60%, with enough seasonal employees to populate a mid-sized city.



by Alison Krueger,
 MID-AMERICA REAL ESTATE
 – MINNESOTA, LLC



HOLIDAY PREDICTION

"Analysts are beginning to make projections for this holiday season, and despite inflation weighing on consumer pocketbooks, they're looking merry and bright. ICSC, the trade group representing malls, shopping centers and other marketplaces, is predicting total spending to be \$1.6 trillion, with retail sales growing 3.8%, and food and beverage spending up 7.6%.

As interest in AI for all industries increases, the technology is finding a foothold in marketing. A recent study from consumer engagement platform Twilio shows that 88% of businesses are already using AI for marketing. More than a third are using predictive AI to tailor their marketing, building models to predict customers' propensity to upgrade to new products."

— Source Forbes

MSCA 2024 MEMBERSHIP - RENEWAL DEADLINE: JANUARY 31, 2024

IT IS THAT TIME OF YEAR AGAIN! Thank you for your participation and support during 2023, we look forward to what 2024 has to offer. MSCA will continue to be a resource and offer education and networking opportunities for our members! Watch for more information to come!



2024 MSCA Advertising and Sponsorship Opportunities

MSCA has released all 2024 advertising/sponsorship via first come, first served.

[Click here for the advertising/sponsorship menu](#)



MSCA's October Program — Playing Well in the Sandbox: Digging into Challenges and Sharing Insight Between Architects, Engineers, and Contractors

OCTOBER SPEAKERS (left to right):

- Mike Sturdivant..... Paster Properties (moderator)
- Trish Sieh Kimley-Horn
- Nick Reynolds Rochon
- Natina James..... Cuningham Group Architecture, Inc.

WELCOME NEW MEMBERS

- JENNIFER PINGEL.....RMA REAL ESTATE SERVICES, LLC
- JENNIFER SMITHHINES GALLERIA
- DENISE TULLY.....PASTER PROPERTIES
- JANET OLSON.....TRANSWESTERN
- AMBER VICKERMAN.....CUSHMAN & WAKEFIELD

REGISTER FOR THESE 2023 EVENTS WITH JUST A CLICK ON THE EVENT!

EVENT	VENUE	DATE
MSCA 2023 State of Retail: Retail Tournament of Champions	Oak Ridge Country Club	11/1/23
MSCA November Third Thursday <i>Sponsored by Mall of America</i>	The Lounge at Mall of America	11/16/23
2023 STARRSM Awards/ YEAR END CEREMONIES/ HOLIDAY PARTY	Golden Valley Country Club	11/28/23



THANK YOU TO MSCA'S OCTOBER SECOND THURSDAY SPONSOR ROCHON

HAVE YOU SEEN?

Auntie Anne's and Jamba drive-thru concept coming to Burnsville off Highway 42



Gratitude is absolutely vital in the workplace, says UC Davis psychology professor Robert Emmons, author of *The Little Book of Gratitude: Creating a Life of Happiness and Wellbeing by Giving Thanks*, and a leading researcher on the subject. “Most of our waking hours are spent on the job, and gratitude, in all its forms, is a basic human requirement,” he says. “So when you put these factors together, it is essential to both give and receive thanks at work.”

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HONOR YOURSELF AND YOUR PEERS AS MSCA PRESENTS THE BEST OF 2023 SHOPPING CENTER TRIBUTE AWARDS FOR RETAIL REAL ESTATE



Tuesday, November 28, 2023

Golden Valley Country Club
7001 Golden Valley Road, Golden Valley

3:30 p.m. Registration & Networking
5:00 p.m. Year End Ceremonies &
Awards Presentation
6:00 p.m. Holiday Party



JUDGED CATEGORIES

- **Interior Design**
- **New Construction**
- **Design & Aesthetics Renovation/Remodel**
A retail project that was an enhancement of an existing retail structure.
- **Development Process**
Any size project with a retail component that had unique development issues, site approvals, technical and financial challenges and/or incorporating sustainable design, materials or construction techniques.
- **Redevelopment**
Any size project with a retail component that had an identifiable change of use to the project.
- **Mixed Use**
Any size project encompassing retail and other non-retail uses where retail has made a significant contribution.
- **Innovation**
Creative programs, strategies and outside the box initiatives that drive change and add value.
- **Audience Choice Award**
Recognition of one project from within all of the current STARR Awards nominees that is voted onsite by the event attendees as their notable project of choice.
- **MSCA Committee Member of the Year**
- **MSCA Member of the Year**
- **MSCA Hall of Fame**

LET'S CELEBRATE!

- **Corporate Tables of Eight:**
\$500 (limited number available)
- **Corporate Tables of Four:**
\$300 (limited number available)
- **Individual Tickets:**
\$75 in advance / \$85 at the door

REGISTER BY
Friday, November 17, 2023 at
www.msca-online.com or by
calling (952) 292-2414



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