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FEATURE

Guest Author: **Mark Anderson, PE, LEED AP, MFRA Inc.**

# A COMMON MINIMUM IMPACT STORMWATER REQUIREMENT? DESIGN STANDARDS (MIDS)

A new retail development or redevelopment is very exciting, and we are all-in on location, design and tenant mix. But before long, we have to focus on more mundane aspects of the development process. One of the less glamorous facets of this process is the control and treatment of the stormwater on the project site.

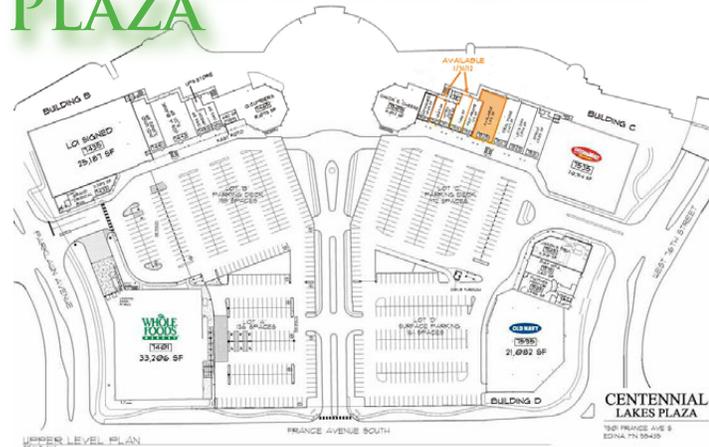
Since the advent of stormwater regulations in the 1970's, the rules have been changing. Stormwater regulations started with just rate control, and then progressed into the NURP (National Urban Runoff Program) treatment requirements. Today, some agencies have further increased treatment requirements and now include volume control so developed sites do not increase the volume of stormwater leaving the site during smaller rainfall events. Today's stormwater requirements vary substantially from city to city or watershed district to watershed district.

In 2009, the Minnesota Legislature allocated funds to "develop performance standards, design standards (MIDS) or other tools to enable and promote the implementation of low impact development and other stormwater management techniques." Since then, there have been meetings conducted with stakeholders and workgroups consisting of a developer representative and various agency representatives. The meetings have covered many topics including perspectives on the appropriate stormwater standards that could be applied to the entire state. The goal of the work group is to have recommendations for revisions to the Minnesota Stormwater Manual in early 2012.

You may wonder how these new rules may impact your next retail development. The answer varies greatly by the location of your next project. If your project is in an "aggressive" watershed district or community there may be little impact since the rules that already exist may exceed

SNAPSHOT

## CENTENNIAL LAKES PLAZA



**Location:** 7501 France Avenue, Edina  
**Month/Year Opened:** 1989  
**Owner:** Centennial Lakes Plaza, LLC  
**Managing Agent:** TA Realty, LLC  
**Center Manager:** Beth Holmgren, Vice President, Property Management, Cushman & Wakefield/NorthMarq Real Estate Services 651-734-2388  
**Leasing Agent:** Terese Reiling, Vice President, Retail Brokerage, Colliers International 952-897-7738  
**Architect:** Shea, Inc.  
**GLA:** 195,173 sf **Current Occupancy:** 80% **# of Stores:** 29  
**Anchor Tenants:** Whole Foods, Old Navy, OfficeMax, QCumbers  
**Market Area Served:** Southdale regional mall trade area including Edina, Bloomington, Richfield and SW Minneapolis  
**Additional Facts:** The Whole Foods anchor is opening spring 2012 in this prime trade area retail center. Only a few opportunities remain for high-end retail concepts including one possible prime 21,000-sf junior-box opportunity. Lower level space is available by CorePower Yoga, which is perfect for medical and service uses that want the exposure and retail co-tenancy, but not the high occupancy costs. **eBrochure**

## MIDS - continued



This stormwater system is the type of system that may be required for retail sites if the new rules are enforced.

what is being proposed with MIDS. If your project is in a community or watershed district that does not have a volume control requirement, or stringent water quality rules, there may be a significant impact in the size or cost of the ponding/storage/treatment required to meet the new rules. Most likely, redevelopment projects will be impacted more than undeveloped sites since many agencies recognize the existing impervious area on a redevelopment site

which currently results in smaller stormwater treatment/storage area.

The MIDS work group will be meeting once per month for the next four months to further discuss the new rules, and members from the group will be meeting with the MSCA Legislative Committee to discuss additional details regarding the proposed rules.

Additional information regarding MIDS can be found at the [MPCA website](#).

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### STATS:

### Santa in September

More than 37% of shoppers—and 42% of women—plan to do some holiday shopping by Halloween, reports an NRF consumer survey. Retailers are happy to oblige as they chase the estimated \$450 billion of holiday spending.

#### Date of holiday items in stores:

JoAnn Fabric and Crafts – July  
A.C. Moore – August  
Costco – September 1  
Home Depot – September 19  
Kmart – September 25  
Sears – September 25  
Walmart – Late September  
JCPenney – Late September  
Lowe's – October 1  
Nordstrom – after Thanksgiving

Source: National Retail Federation

### MSCA "THIRD THURSDAYS"

**Who:** MSCA members and their colleagues

**What:** Casual networking hosted by MSCA members

**When:** Third Thursday of every month from 8:30–9:30 am

**Why:** Create synergy in the commercial real estate industry—share ideas and stories and make new effective relationships.

**Next meeting:** The next meeting will be: Thursday, **October 20, 2011** at Caribou Coffee – County Road 50 in Lakeville (17450 Kenwood Trail, Lakeville 55044). MSCA member host is **Ryan Burke** of Kraus-Anderson Companies.

There is no fee for this event. Food and beverage are not included. RSVP to Stacey is preferred, but not required. Hope to see you there!



## FEATURED SPONSORS

### Chuck & Don's Pet Food Outlet

At Chuck & Don's Pet Food Outlet, we care about pets, people, and doing the right thing. We strive to be the best regional independent pet food and product supplier with a personal touch and a hometown experience. Our mission is to provide the best products, service, and education for our customers enabling them to enrich the lives of their pets. We provide an environment that enhances the work experience of our team members, provides a meaningful shopping experience for our customers, we make a positive difference in the communities in which we operate, and strive for a high level of corporate citizenship.

### Kraus-Anderson Companies

To be a fully integrated commercial real estate service organization dedicated to serving our customers with a high degree of professionalism and integrity while protecting and maximizing the value of the properties entrusted to our care.

### Minneapolis/St. Paul Business Journal

Providing the latest breaking, local business news to the Minneapolis/St. Paul market weekly in print, daily by email, continually online at [www.mspsbj.com](http://www.mspsbj.com).

### Wipfli LLP—CPAs & Consultants

With 950 professionals in 19 offices in Wisconsin, Illinois, Minnesota, and the state of Washington, Wipfli is one of the largest accounting firms in the United States and a trusted business advisor to more than 20,000 clients in a variety of industries, including construction and real estate. We are trusted advisors with a relentless commitment to creating value and securing the future of our clients, their businesses, and the communities we live in and serve.

# CROOKED PINT ALE HOUSE

The saying in real estate, as always, is: "location, location, location" and this Rising Star certainly has location pluses and minuses. The Crooked Pint Ale House (501 Washington Avenue South in Minneapolis) is a new twist on a turn-of-the-century brewer's ale house theme.

Crooked Pint is located in an area under-served by other downtown restaurants and watering holes, as most nearby establishments cater to specialized niche clientele. There is not much for competition in the lunch, happy hour or dinner categories for several blocks. The Crooked Pint is also near office buildings including CSM Corporation across the street. The Gateway parking ramp supplements the meager parking lot out front. Add to that the opening of two new condo-turned-apartment buildings in the vicinity and Crooked Pint looks like it's in a great location.

Yet the former establishments in this location, 501 Club and Mattie B's, are proof that this spot has its challenges. The site is stuck in a hole between Caribou Coffee and a Subway sandwich shop with limited visibility driving southeast on Washington Avenue, and absolutely no visibility going the other direction. This area is somewhat out of the core of the downtown business district, so hordes of office workers won't be making this their regular stop. Clearly, the Crooked Pint has to have a business plan that makes it a destination, i.e., not a place where the patrons drop by on a happenstance.

That business plan involves 10+ televisions, including a whopper 187-inch projection screen reputed to be the largest in Minneapolis. Like a Buffalo Wild Wings, the screens literally cover every corner and most of the walls. Add to this the 20 taps and a bevy of bottled brew, and this place

clearly has an "Entertainment and Ale" vibe. The screens are dedicated to football when the Big Game is on, but this isn't your typical sports bar. On the off nights, Crooked Pint streams video and plays movies you haven't seen for a while. Local bands play on a stage tucked behind the big screen on weekends and Thursdays.

The layout has a smallish main dining room on the ground floor near the stage and a full service bar a half flight up for those who no longer wish to have front row seats to the band.

Interior finishes include a stamped tin ceiling, knockdown plaster walls, exposed brick and a mix of wood paneling, which adds an upscale flair to the beer-swilling pub of old. The food is classic pub fare with nearly 50 choices for weekend breakfast, lunch and dinner, as well as kids' menu selections. Dishes include Washington Avenue Pot Roast, Pork Porterhouse with Cherry Glaze, Kansas City Bone-In Strip, Chorizo Corn Dogs, Ale House Deviled Eggs, Ale-Braised Pulled Pork Sandwich, and a Crooked Caprese Salad, to name a few.

If the Crooked Pint overcomes its site visibility issues and makes a strong go of it, franchising is obviously in the offing. Its website has had contact information for potential franchisees since opening on September 10th.

Rumor has it that some of the owners of Green Mill have an interest in this new venture—a rumor confirmed by the address on file for Crooked Pint, LLC at the Secretary of State's Office.

Check out the Crooked Pint at [www.crookedpint.com](http://www.crookedpint.com). Cheers!



## EVENTS

- Oct 11 **Finance/Investment**
- Oct 20 **Third Thursdays Networking**
- Nov 2 Retail Report Program (afternoon)
- Nov 17 **Third Thursdays Networking**
- Dec 6 Year End Program and STARR<sup>SM</sup> Awards (afternoon/evening)

Watch for the 2012 calendar, coming soon

[www.msca-online.com](http://www.msca-online.com)

## 2011 LEADERSHIP

### OFFICERS

#### President

**Peter J. Berrie**, Faegre & Benson LLP

#### 1st Vice President

**Paula Mueller**, Northtown Mall/Glimcher Properties

#### 2nd Vice President

**Ronn Thomas**, Cushman & Wakefield/NorthMarq Real Estate Services

#### Treasurer

**Eric R. Bjelland**, Cushman & Wakefield/NorthMarq Real Estate Services

#### Secretary

**Dana Andresen**, Chuck & Don's Pet Food Outlet

### DIRECTORS

**Tony A. Barranco**, Ryan Companies US, Inc.

**John Dietrich**, RLK Incorporated

**Jen Helm**, Cushman & Wakefield/NorthMarq Real Estate Services

**Andy McDermott**, Shea, Inc.

**Robert B. Pounds**, Colliers International

**Hans A. Rasmussen**, Robert Muir Company

**Jeffrey R. Wurst**, Caribou Coffee Company, Inc.

**Immediate Past President** (as Director):

**Stephen H. Eggert**, Target Corporation

### COMMITTEE CHAIRS

#### Golf

**Ryan Burke**, Kraus-Anderson Companies

**Cindy Weber**, Engelsma Construction, Inc.

#### Learning Session

**Will Matzek**, Kimley-Horn and Associates, Inc.

**Cindy MacDonald**, Kraus-Anderson Companies

#### Legislative

**Jack Amdal**, JAmDal Architects LLC

**Leah Truax**, Cushman & Wakefield/NorthMarq Real Estate Services

#### MSCA Cares

**Zachary Stensland**, Welsh Companies

**Herb Tousley**, Exeter Realty Company

#### Newsletter

**Andy McDermott**, Shea, Inc.

#### Program

**Tom Goodrum**, MFRA, Inc.

#### Retail Report

**Janet Goossens**, Kraus-Anderson Companies

**Michael Broich**, Target Corporation

#### Sponsorship

**Janele Taveggia**, LEO A DALY

**Shelly Muelken**, Marketplace Commercial

#### STARR<sup>SM</sup> Awards

**Tony A. Barranco**, Ryan Companies US, Inc.

**Derek Naill**, Associated Bank

#### Technology

**Mark Robinson**, Paster Enterprises

### STAFF

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**Karla Keller Torp**

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[ktorp@msca-online.com](mailto:ktorp@msca-online.com)

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## MN MARKETPLACE

Press releases are printed based upon availability of space and relevance to the local market.

- The owners of Lola's Lakehouse in Waconia, Jake O'Connors in Excelsior and O'Donovan's Irish Pub in Minneapolis have just opened **The Club**, a new restaurant and sports bar located adjacent to the National Sports Center in Blaine.
- **WhichWich Superior Sandwiches**, with over 200 locations nationwide, opened its first Minnesota store in Blaine in August. The chain is known for its 100% customizable sandwiches, and the Blaine location was opened by Minnetonka native Garrett Ebling, who called the business a "second opportunity to do life," after narrowly surviving the 35W bridge collapse in August 2007.
- A new freestanding **CVS/pharmacy** is planned for the Midland Shopping Center at the intersection of Winnetka Avenue North & Medicine Lake Road in New Hope.
- **Victory 44**, the chef-driven gastropub at 2203 44th Avenue North in Minneapolis, has expanded into the space next door, now offering Dogwood coffee and a larger menu that includes a host of unique breakfast and lunch items including sweetbreads, meatloaf, bacon fries and braised pork cheek.
- **CB2**, an offshoot of Crate & Barrel that sells modern furniture and home accessories, has signed a lease for 14,000 sf in Calhoun Square and will open in spring of 2012.
- **Timberland** has signed a lease for 2,000 sf on the first floor of Calhoun Square. The store will open November 1st and will feature footwear and apparel.
- **Chick-fil-A**, a quick-service chicken sandwich restaurant with 1,500 units nationwide, is planning to roll out several locations in the Twin Cities over the coming two years. The franchise operation will be scouting for freestanding building sites and 4,500-sf spaces in community centers.
- **El Lorro Mexican Restaurant** has signed a lease on a 4,000-sf freestanding building at Mounds View Square. The building was formerly occupied by Totino's Italian Kitchen and is currently being remodeled for an October opening.
- **Pittsburgh Blue** will be opening this fall at the Galleria in the space previously occupied by Kozy's.
- **Old Navy** has signed a lease for a 15,000-sf store at the Shoppes on Maine located in Rochester.
- **Hard Rock Café** in Block e in Minneapolis closed on September 30.
- Peeps parent company, Just Born, signed a lease in the Mall of America with the intent to open a 2,500-sf **Peeps Store** later this year that will feature Peeps paraphernalia, from plush Peeps to Peeps pillows to Peeps key chains to Peeps Lenox china, as well as merchandise and candy from the company's other brands, Mike and Ike and Hot Tamales.
- **Michael Kors** opened at Mall of America (Level 1, South) and offers sophisticated tops and dresses, glamorous handbags, iconic accessories and classic footwear.

continued on page 7 ➔

## MEMBER PROFILES

### Nick Furia

Law Offices of Nicholas A. Furia, PLLC



**Primary Career Focus:** Property Tax Appeals for Commercial Property

**Hometown:** South Minneapolis

**Education:** J.D., Marquette University, B.A., University of Minnesota

**Family:** Brother (Pete), Sister (Olivia), Mother (Karen), Father (Phil)

**Hobbies:** Tennis, Golf, Softball, Biking, Travel

**Dream Job:** Tie between Navy Seal and professional golfer

**Secret Talent:** I have a photographic memory

**Favorite Food:** Thai seafood curry

**Favorite Book:** 1984, ~George Orwell

**Favorite Movie:** *Goodfellas*

**Mentors:** The late, great, Lester K. Taylor, my uncle who taught me how to be a man and a lawyer.

**Favorite Place Traveled:** Tie between Istanbul, Turkey and Oahu's North Shore

### Luigi Bernardi

Aurora Investments, LLC



**Primary Career Focus:** Real Estate Development/Management/Leasing

**Hometown:** Volterra, Italy

**Education:** MBA – University of St. Thomas

**Family:** Happily married to my wife, Nicole, with two daughters, Francesca 18 and Antonella 16

**Hobbies:** Tennis, working out, reading books, traveling

**Very First Job:** Cleaning out boilers, cutting grass, shampooing carpets

**Dream Job:** My current job

**Favorite Food:** Italian

**Favorite Book:** The Bible

**Favorite Movie:** So many to mention but one is *A Beautiful Life*

**Mentors:** My dad

**Favorite Place Traveled:** Thailand

## MEMBER NEWS

**Young Joins Mid-America.** Alan Young is the latest addition to the growing Mid-America Team. As a Senior Property Manager, Alan brings with him 17 years of property management experience.

## NEW MEMBERS

### Deb Goodman

Kraus-Anderson Companies

### Kevin M. Gallaher

Gray Plant Mooty

### Christy Lewis

Doran Construction

### Kathy Schiltz

Robert Muir Company

### Scott Kragness

Wakota Commercial  
Advisors

### Dana Dose

Wakota Commercial  
Advisors

### Laura Wanger

Fredrikson & Byron, P.A.

## COMMITTEE CHAT

Co-Chairs: **Shelly Muelken & Wendy Madsen**

The Sponsorship Committee met in early October to kick off efforts for 2012. An email blast to all MSCA members and sponsorship packages to last year's sponsors will be sent in early October. Committee members have already started making phone calls regarding renewal of sponsorships. The deadline to complete all contracts is January 2. Other member companies should expect a call from one of our committee members to consider sponsorship opportunities.

## SPONSORSHIP

The Sponsorship Committee is dedicated to providing value for our corporate sponsors. As a corporate sponsor, your company will continue to have:

- Exposure at the monthly programs
- Special attention in the newsletter
- Exclusive advertising rights in the 2012 directory
- Discounts on golf hole sponsorship

If you are interested in corporate sponsorship for 2012, please contact [Stacey Bonine](#).

Thanks to this year's sponsorship committee members: Lisa Christianson, Sandi Dobbles, Mark Kampmeyer, Wendy Madsen, Mike Melton, Shelly Muelken, Leslie Nordby, Matt Parten, Bob Pounds, Ned Rukavina, Kristine Schisel, Kurt Stenson, Janele Taveggia and Chris Walters. We appreciate everyone's continued support of MSCA – thank you.

# URBAN RETAIL

## THE ORGANIC EVOLUTION OF OUR CITY NEIGHBORHOODS

The September program enlightened the audience with a detailed update on the urban retail scene in three very distinct neighborhoods. Three local experts shared with us their insight and knowledge about these exciting areas and delved into the urban retail.

First, Ned Rukavina from Cushman & Wakefield/NorthMarq Real Estate Services covered Grand Avenue and the surrounding area. This Grand Avenue strip covers 30 blocks from the Mississippi River to downtown St. Paul with five universities and colleges in the vicinity. The housing in the area is a mixture of single-family, apartments, condominiums and student housing that make up a very unique neighborhood feel. There is a real blend of local/regional/national retailers and businesses in this area. Ned commented on how base rents are increasing, spaces are being absorbed and only 5-6 known retail spaces are currently available in this market.

Next, Michael Finkelstein from The Ackerberg Group educated us about the complex and vibrant Uptown area. We learned that the Uptown area includes four micro submarkets that are The Wedge, Lyn-Lake, Lake & Hennepin and West Calhoun. Michael talked in detail about these four submarkets and described the current retailer mix. Michael noted that Uptown's success has much to do with all of the amenities that it has to offer including the nearby lakes, Midtown Greenway, transit options, lively entertainment and overall culture appeal. Uptown does have its challenges though as it tries to overcome perceptions of lack of off-street parking (actually 1,600 or so off street parking stalls exist) and that Calhoun Square is empty and dying (actually Calhoun Square has gone through major changes and has been revitalized). In addition, there are significant multi-family housing projects underway or in the planning stages that will continue to add to the evolution of this area.



September program speakers - l to r:  
Dave Bade - RLK Incorporated (introductions)  
Ned Rukavina - NorthMarq  
Lisa Diehl - Diehl and Partners, Inc. (moderator)  
Michael Finkelstein - The Ackerberg Group  
Jeff Herman - Urban Anthology

Lastly, Jeffrey Herman of Urban Anthology gave us an update on the 50th & France area. This highly affluent and educated area includes Edina and southwest Minneapolis. Several submarkets make up 50th & France including smaller retailer neighborhoods of Linden Hills/44th & France, 50th & Xerxes and 50th & Penn. In all of these submarkets there are many distinct independent retailers that go head-to-head with national retailers. Jeff said that there are some retail changes that are currently in play for this marketplace and to stay tuned for future interesting company names that will add to the diversity of the retailers in the neighborhood.

The program ended with the three experts giving their thoughts on a variety of questions from the audience. In the end, everyone left with a greater appreciation for these three unique neighborhood retail areas including the challenges and opportunities that lie ahead.

## SEPTEMBER 2011 PROFESSIONAL SHOWCASE



Pictured from l to r:  
Ryan Kampff, Robert Schilz

### Concierge Landscape Environments

Concierge Landscape Environments provides professional snow removal, lawn and landscape services in Minnesota.

### SMALL TALK



### NETWORKING TIP #10

**Call those you meet who may benefit from what you do and vice versa.** Express that you enjoyed meeting them, and ask if you could get together and share ideas.

Source:  
[www.strategiesforchange.com](http://www.strategiesforchange.com)



### MEMBERSHIP RENEWALS

Watch for 2012 Membership Renewals to come via email early November.



## WATCH FOR THE MSCA MEMBERSHIP SURVEY

MSCA will be sending out our membership survey electronically in early October.

Please watch for this email and take the time to go through the survey. Each member offers a different perspective and we need to receive continuous feedback from our membership in order to grow and evolve the association.



As always, please send any comments, concerns or suggestions to MSCA at [info@msca-online.com](mailto:info@msca-online.com). **Thank you!**

## CONSUMERS PAY FOR A GOOD TIME THIS HALLOWEEN



- 161 million people plan on celebrating Halloween (highest in survey's nine-year history).
- The average person will shell out \$72.31 on decorations, costumes and candy (up from \$66.28 last year).
- Total Halloween spending is expected to reach \$6.86 billion.
- This year, Americans will spend \$1 billion on children's costumes (up from \$840 million last year) and \$1.21 billion on adult costumes (up from \$990 million last year).
- Pet owners will shell out \$310 million in pint-size devils, pumpkins and witch costumes.
- Spending on Halloween décor is second only to spending on Christmas decorations.
- More people this year than in the survey's history will buy life-size skeletons, extra large inflatable pumpkins and fake cobwebs, spending an average of \$19.79.

Source: National Retail Federation

- **Rosa Mexicano**, a nine-location upscale Mexican restaurant chain, has opened in the former home of TGI Friday's at Sixth & Hennepin in City Center, which has sat empty since 2005.
- Known for its pioneering, cutting-edge fitness programming and for creating one of the Twin Cities most unique health club cultures, **The Firm** moved one block west in September to a bigger, brand new space at 1010 North Second Street in Minneapolis.
- After nearly eight years of planning and waiting, September 1 marked the official groundbreaking for a new **Lunds** grocery store in downtown Minneapolis at the corner of Hennepin Avenue & 12th Street.
- **Simons Ace Hardware** opened its sixth location in the south metro at 108 West 98th Street in Bloomington.
- **Toys"R"Us** upgraded and expanded its Minnetonka store to 62,000 sf and added the **Babies"R"Us** brand.
- A new **Massage Envy** opened at Rue de France in Edina.
- **Simpli Soleil**, a clothing, airbrush tanning, waxing and tinting boutique, along with **Verizon Wireless**, recently opened in the Hamburg Plaza in Albertville.
- Formerly of Wayzata, **Wolf Studios, Inc.** is relocating its main gym to Cedar Hills Shopping Center in Minnetonka. Wolf Studios is also located in St. Louis Park and Eden Prairie.
- **Recycling Association of Minnesota**, which promotes resource conservation, recently moved into the Wayzata Village Shoppes in downtown Wayzata.
- **Big Lots**, offering brand-name closeouts and bargains, has opened a 30,000-sf store in Maple Grove. A 26,850-sf store is also underway at Eagan Town Center.
- Rockford Pointe has three new tenants joining: **European Wax Center** in a 1,167-sf space, **Freeziac** in a 1,062-sf space, and **ProCuts** in a 1,167-sf space.
- **buybuy BABY**, an upscale retailer committed to delivering a unique selection of baby products, is opening a 28,850-sf store at Woodbury Lakes.
- **Athleta**, an upscale sporting goods store for women, has a signed Letter of Intent for its first Minnesota location at 50th & France in Edina.
- **Family Dollar**, a regional chain of variety stores, is opening a 8,681-sf location in St. Louis Park.
- **Home Goods**, a chain of home furnishing stores operated by TJX Companies, has signed a lease in Maple Grove for a 25,000-sf store.



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HOLIDAY PARTY

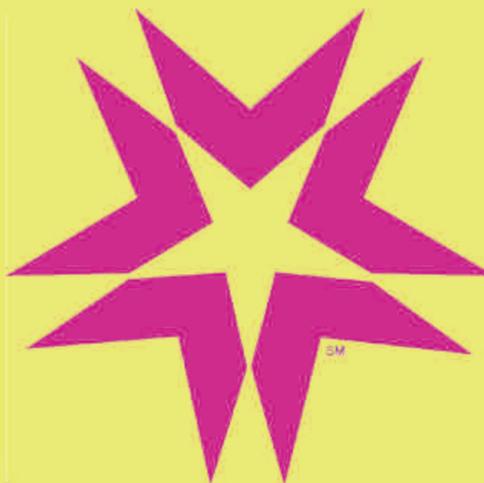


STARR<sup>SM</sup> AWARDS



YEAR END CEREMONIES

# 2011 STARR<sup>SM</sup> awards



Tuesday, December 6, 2011

Golden Valley Country Club

7001 Golden Valley Road ~ Golden Valley

4 p.m. Registration & Networking  
5 p.m. Year End Ceremonies & Awards Presentation  
6 p.m. Holiday Party

Reserve your tickets today online!

Corporate tables of eight: \$400

Corporate tables of four: \$200

Individual tickets: \$65 in advance / \$75 at the door

Call the Minnesota Shopping Center Association  
at 952-345-0452 to register

LET'S CELEBRATE!



MINNESOTA SHOPPING  
CENTER ASSOCIATION