

The New Phalen Village Center Project

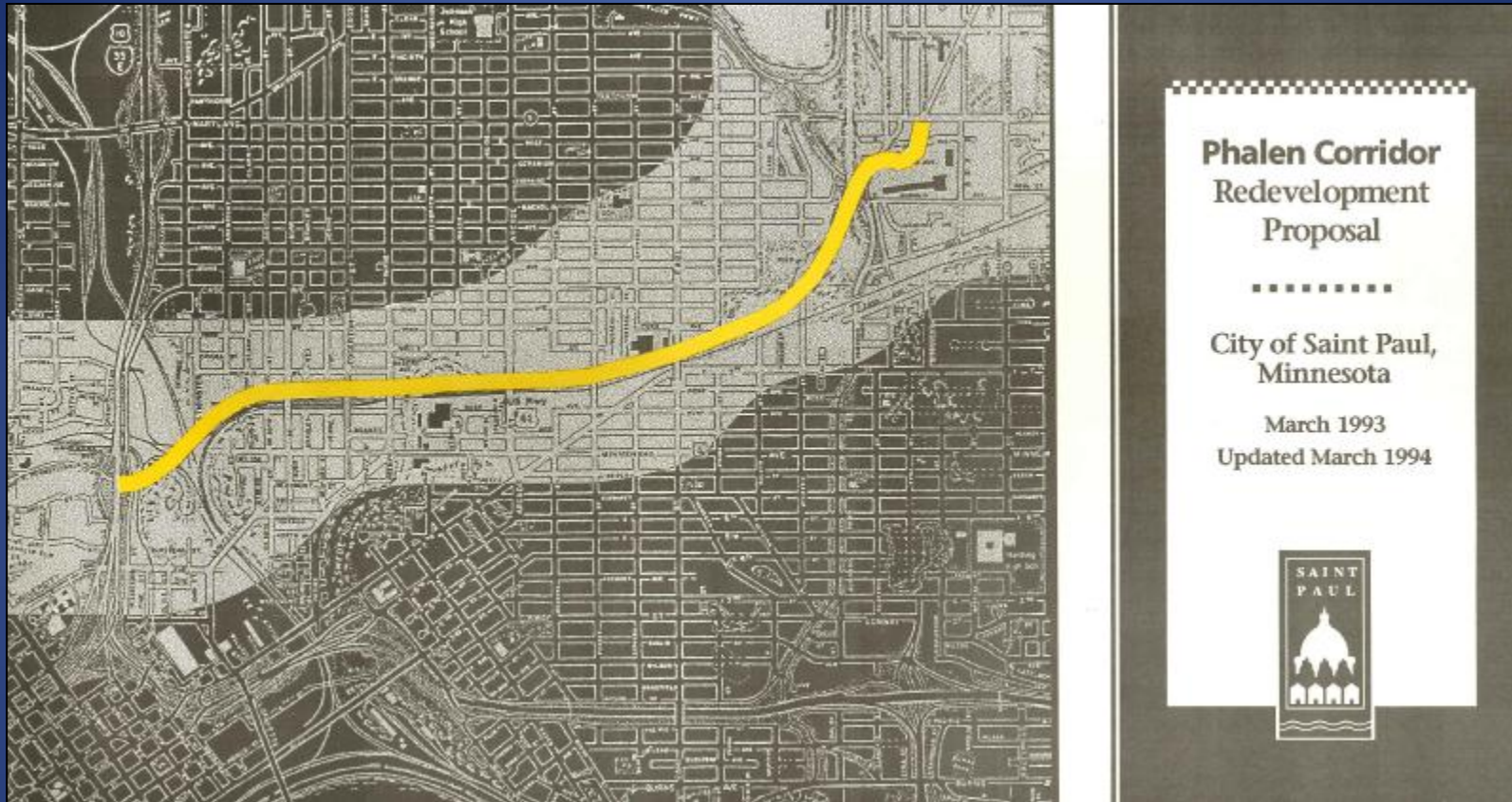


Site History



- Phalen Shopping Center built on a wetland
- Designed for E. Central Business District Bypass - never built
- By 1980 the shopping center had failed

Phalen Corridor Redevelopment Planning



- Planning began in 1988 with “The Seam Plan”
- Phalen Corridor Redevelopment Proposal, 1993
- Phalen Village Small Area Plan, 1995
- Northeast Corridor Development Plan, 2005
- Greater East Side District Plan, 2009

Setting the Stage for Development



- Purchased the shopping center in 1994, developed Ames Lake with the first LCDA grant in 1996, realigned the streets
- New rental and ownership housing developed, Roosevelt Homes and the Superblock redeveloped
- BCA offices on the east, Cub Foods on the west
- Met Council-funded market study in 2012



1186 Prosperity Ave. (looking east)



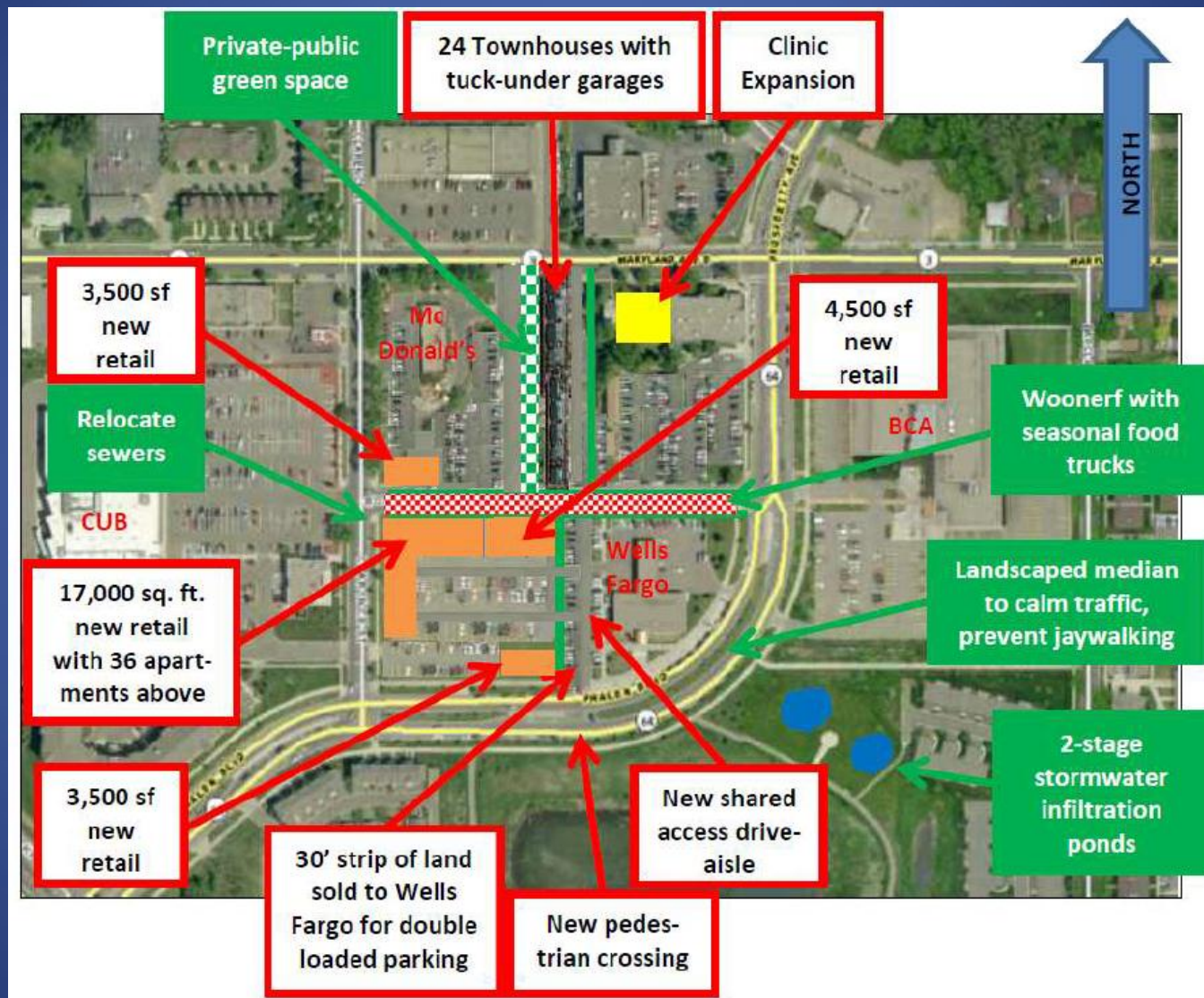
Prosperity Ave. (looking north to McDonald's).



1180 Prosperity and 1371 Phalen Blvd.



Rose Avenue (looking east to the BCA)



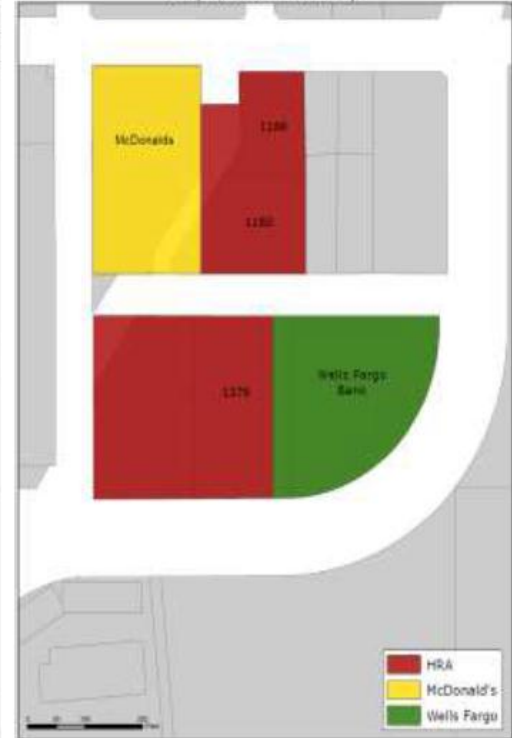
Vacation of Old Prosperity

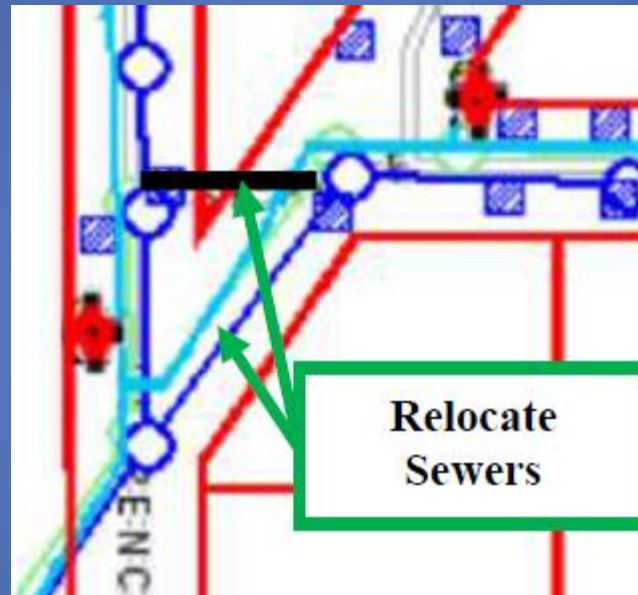


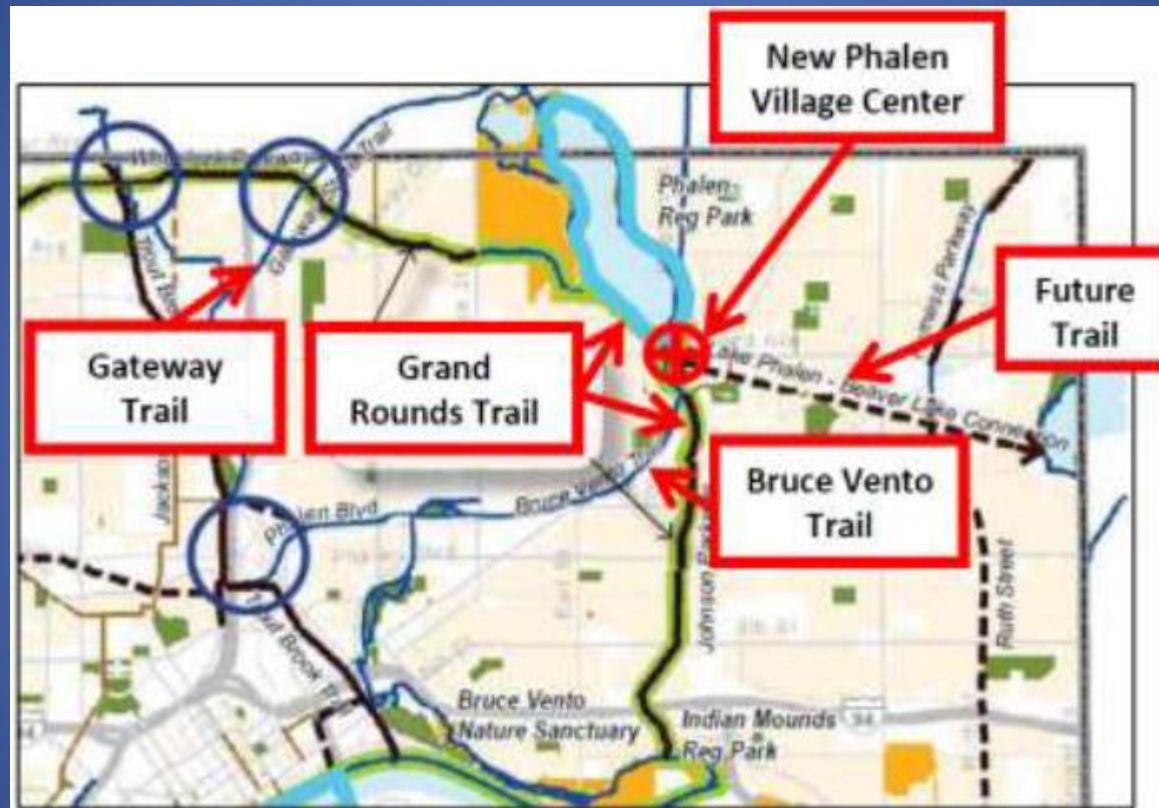
Land Swap Between McDonald's and the HRA



Proposed Ownership









PASTER ENTERPRISES LLC
SHOPPING CENTER DEVELOPMENT & MANAGEMENT

 **BOISCLAIR**
CORPORATION



NENDC

DJR
ARCHITECTURE INC.

NHH PROPERTIES
NHHProperties.Com

