

NOLAN MAINS

THE
NEXT CHAPTER
OF
EDINA RETAIL

50TH & FRANCE
PEDESTRIAN SHOPPING DISTRICT



EDINA, MINN.



THE NEXT CHAPTER OF EDINA RETAIL

Nolan Mains started as a collaborative vision between the community and developers to completely reimagine a neglected street of Edina's famed 50th and France neighborhood into an extended and improved shopping district.

At the heart of the project is a six-story complex that includes 100 luxury apartments, street-level retail space and underground parking—all centered around a 5,000-square-foot public plaza.

With historically rooted architecture and design inspiration coming from some of the United States' most desirable walkable communities—Nolan Mains presents a tremendous lifestyle choice for people who desire living, working and walking to shops, restaurants and amenities within a small urban footprint.



HISTORY

The corner of 50th & France in Edina at the border of Southwest Minneapolis has long been one of the Twin Cities premier retail destinations. Not only does it feature an array of charming shops, boutiques and services, it also has wonderful restaurants, a movie theater featuring independent and foreign films, and an upscale grocery store.

With gracious brick-paved sidewalks, streets lined with flower pots and a place to relax around a fountain, this is a delightful spot to spend a leisurely afternoon shopping, eating and relaxing.

For the past 50 years this neighborhood has also been host to one of the Twin Cities premier fine arts festivals.

The sub-market shopping district is one of the fore-runners of the new concept of walkable urban neighborhood centers—a living example long before it became a popular trend.

Photo right: 50th & France circa 1944



Photo above: Nolan's Golf Terrace Café circa 1941

Nolan Mains is named after one of the early 50th & France business owners, Leo Nolan, and his 40's era *Nolan's Golf Terrace Café* which described itself as "the newest, most unusual building of all time." What was once Leo's backyard garage will be home to a vibrant new public square, 100 apartments, cafés and shopping.



TWIN CITIES METROPOLITAN

15TH LARGEST

Compared to other metropolitan areas in the U.S.

3.8 MILLION RESIDENTS

Larger than Cleveland, Denver, San Diego and Orlando

18 FORTUNE 500 COMPANIES

Highest number of headquarters per capita

OVER \$5.6 BILLION IN RETAIL

Total market annual retail sales are larger than those of San Diego, Denver, Austin, St. Louis, Tampa and San Jose

TOP 10 FOODIE METRO

The 10 hottest Foodie Cities in America
People Magazine

#3 IN THE COUNTRY TO OPEN A RESTAURANT

Lendingtree

#1 HEALTHIEST

Americas Top 20 Healthiest Cities *Forbes*

#2 IN UNITED STATES FOR COMMUNITY FITNESS

ACSM and Anthem Foundation

#2 BIKE-FRIENDLY METRO

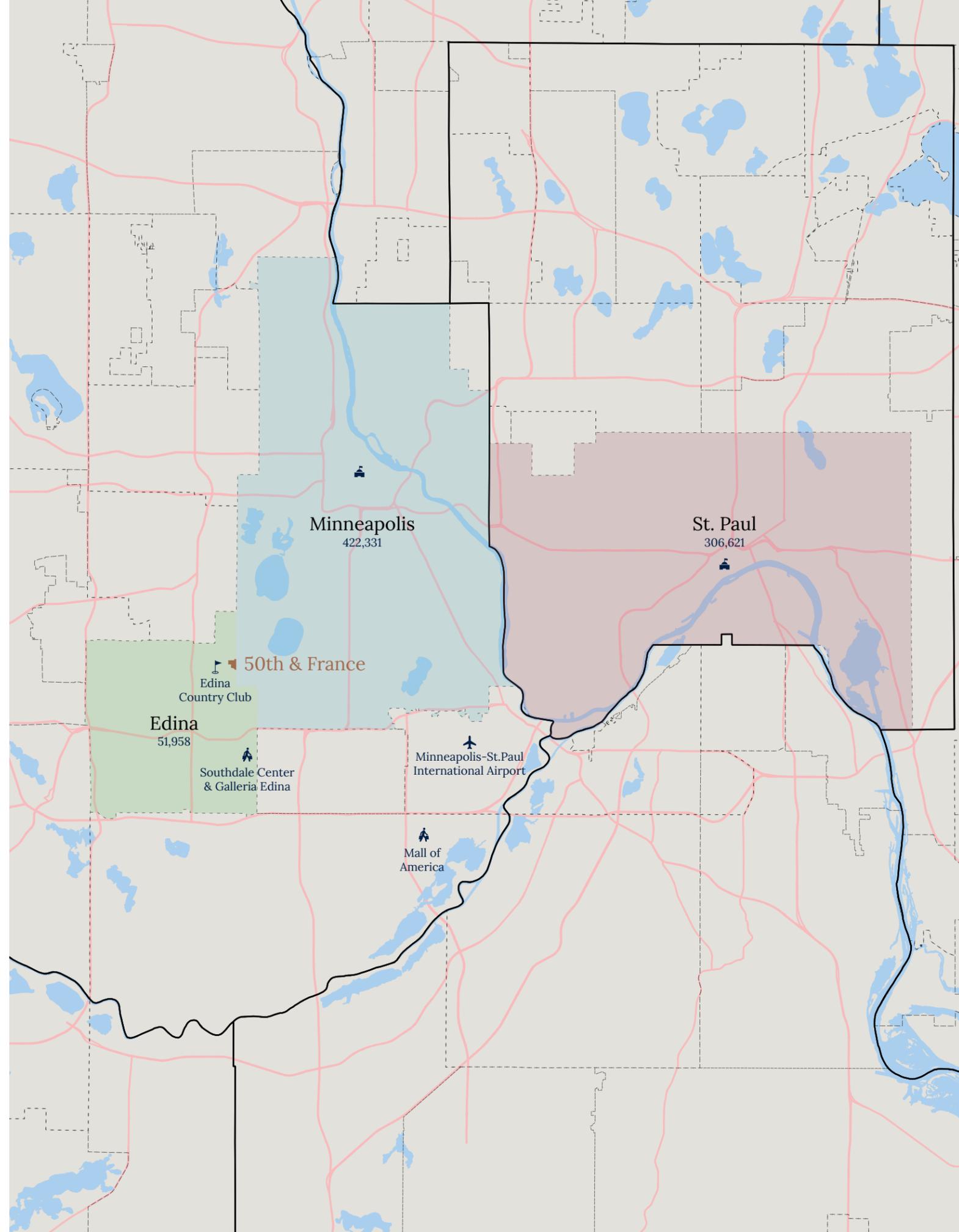
CNN Travel

#9 BEST PLACES TO LIVE

In the United States 2018 *US News & Reports*

NEARBY DESTINATIONS

MSP International Airport	10	mi.
Downtown Minneapolis	9	mi.
Downtown St. Paul	18	mi.
Mall of America	9	mi.
Galleria/Southdale	3	mi.



EDINA 50TH & FRANCE

WALKER'S PARADISE

With a Walk Score of 91—daily errands don't require a car. Walk the entire ½-mile district in less than 10 minutes

PUBLIC TRANSIT

Bus route is only a 30 minute ride from downtown Minneapolis

BIKEABLE

Arrive from downtown Minneapolis in less than 40 minutes using the Cedar Lake Trail and the Kenilworth Trail

FREE PUBLIC PARKING

Over 1,000 stalls available throughout the district

#1 ZIP CODE

Based on average household income in Minnesota

#1 RANKED ART FAIR

Top fine arts fairs in Minnesota

#1 SHOPPING STREETS & DESTINATIONS

in Minneapolis-St. Paul *Trippsavvy*

\$20M IN FOOD & BEV SALES

within immediate district

UNIQUE FEATURES

Located at the central intersection of 50th & France—a residential thoroughfare

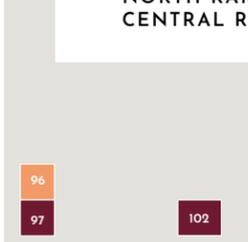
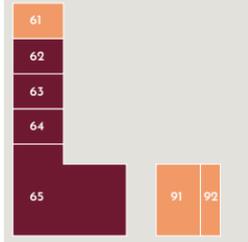
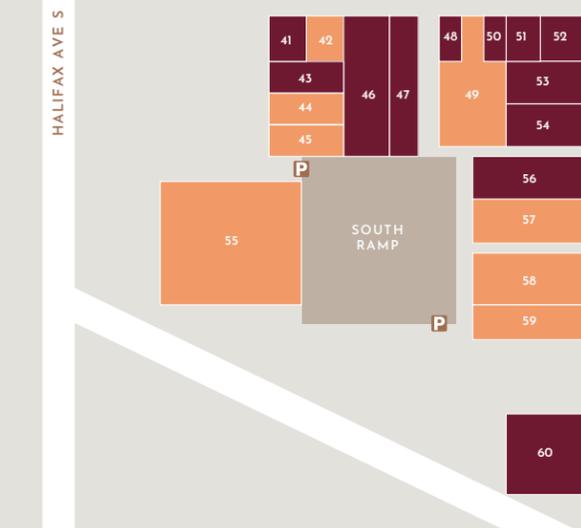
Unique downtown area with a regional draw

Supported by 13 full service restaurants

ANNUAL EVENTS

- Edina Art Fair
- Pumpkin Fest
- Open Streets
- Style Edina Fashion Show
- Holiday Tree Lighting
- Winter Market
- Monthly Mini Events

COMMERCIAL DISTRICT



- RETAIL & SERVICES
- FOOD & ENTERTAINMENT
- PROJECT AREA
- P PUBLIC PARKING ENTRANCE

NORTH RAMP 545 STALLS
CENTRAL RAMP 117 STALLS

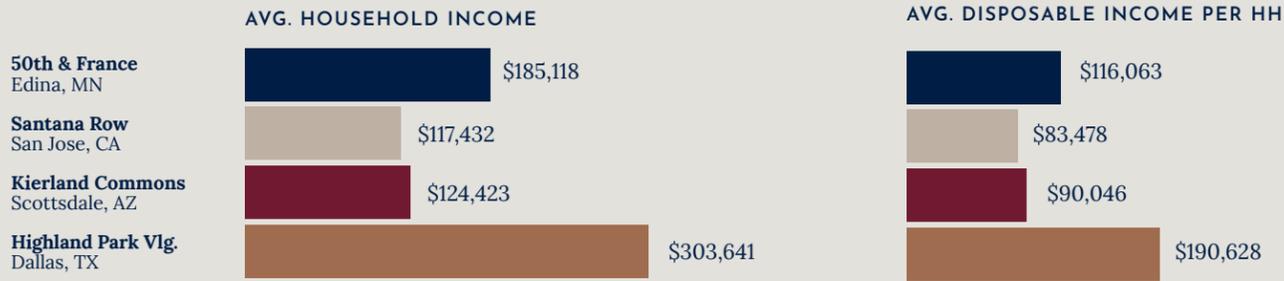


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|------------------------------|------------------------------|----------------------------------|---------------------------------|
| 1. US Bank | 28. Shop in the City | 55. Lunds & Byerlys | 82. Chuck & Don's |
| 2. Post Office | 29. Headquarters | 56. R.F. Moeller Jeweler | 83. Equation |
| 3. Berkshire Hathaway... | 30. Evereve | 57. Edina Grill | 84. Hydrate IV Therapy |
| 4. Bespoke Hair Artisans | 31. Moderna Kouzina | 58. Salut | 85. Robert Foote Jeweler |
| 5. Walgreens | 32. Steele Fitness | 59. Cocina Del Barrio | 86. Luxury Garage Sale |
| 6. Spalon Montage | 33. Tooth X Nail | 60. BMO Harris Bank | 87. Nails & Co. |
| 7. Benefit Design Associates | 34. Vacant | 61. Caribou Coffee | 88. Edina Creamery |
| 8. Grethen House | 35. Pacifier | 62. Oska | 89. Arezzo Ristorante |
| 9. Fashion Avenue | 36. Luya | 63. Art of Optiks | 90. Vacant |
| 10. Coconut Thai | 37. Scout & Molly's | 64. North American Banking... | 91. Sakani Sushi & Asian Bistro |
| 11. College Nannies + Tutors | 38. Room No. 3 | 65. Anthropologie | 92. Coalition |
| 12. D'Amico & Sons | 39. Beaujo's | 66. Athleta | 93. Nani Nalu |
| 13. Vacant | 40. Paper Source | 67. n'etc | 94. Tribeca Salon |
| 14. Bay Street Shoes | 41. Great Neighborhood Homes | 68. Yogurt Lab | 95. The Barre |
| 15. Fifth Avenue Salon | 42. Raku | 69. Vacant | 96. Carbone's Pizzeria |
| 16. Jett Beauty & Makeup | 43. The Optical | 70. Sweet Retreat Cupcake... | 97. Verizon Wireless |
| 17. Title Nine | 44. Breadsmith | 71. Christian Science Reading... | 98. Agra Culture |
| 18. Vacant | 45. Edina Liquors | 72. Best Edina Gift Shop | 99. SotaRoll |
| 19. Drazenka Designs | 46. Banana Republic Women | 73. Brides of France | 100. Burlap & Brass |
| 20. Annika Bridal | 47. Vacant | 74. Pink Door | 101. Bella |
| 21. Talbots | 48. Lush | 75. General Sports | 102. Holiday Gas Station |
| 22. Crisp & Green | 49. Edina Cinema | 76. Paint a Plate | 103. TCF Bank |
| 23. prAna | 50. Bluebird Boutique | 77. Denny Kemp Salon | 104. Red Cow |
| 24. At Home and Co. | 51. Cos Bar | 78. Hana Bistro Asian Fusion | 105. Subway |
| 25. Harriet and Alice | 52. Sur la table | 79. Design Studio at 50th... | |
| 26. Van Guilder's Goldsmith | 53. Bumber Shute | 80. WOW Blow Dry & Style Bar | |
| 27. Belleson's | 54. Vacant | 81. Gather | |

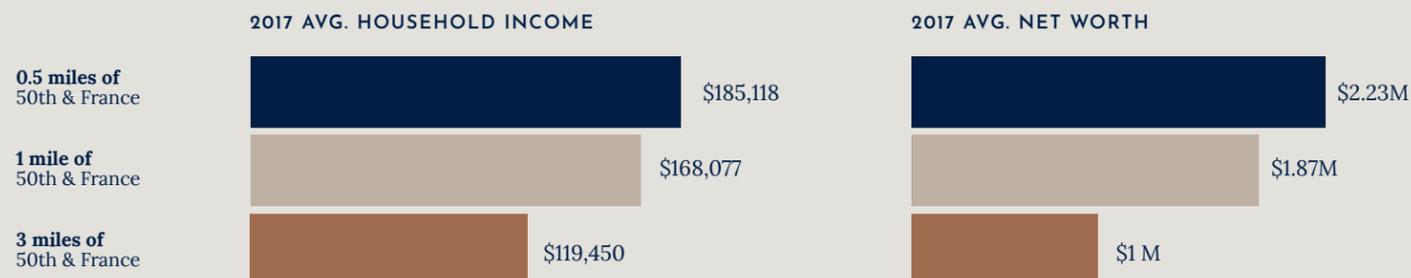


DEMOGRAPHICS

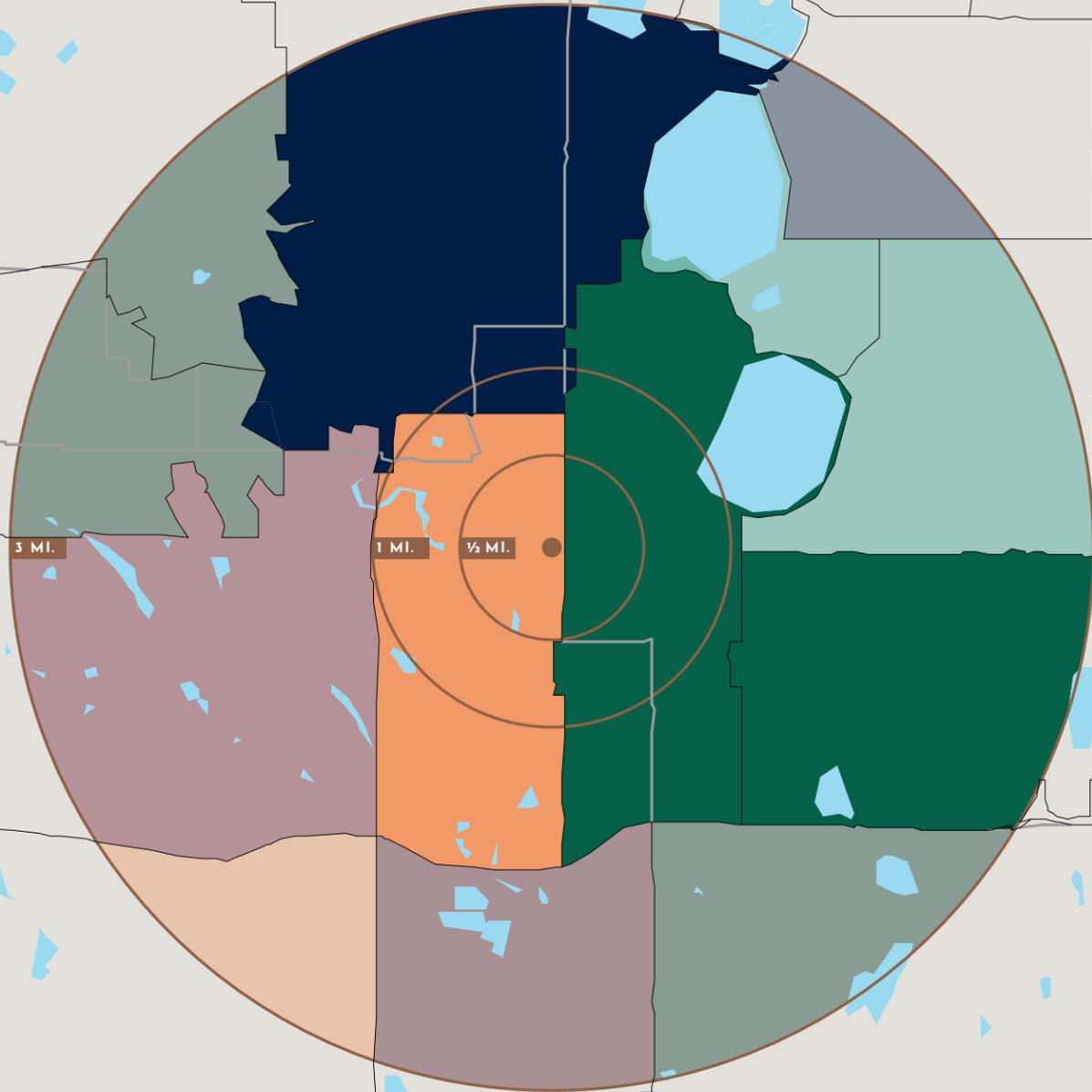
NATIONAL MARKET COMPARISONS



PROJECT DEMOGRAPHIC DETAILS



LOCAL AREA PERSONAS



AFFLUENT ESTATES

- They purchase or lease luxury cars with the latest trim, preferably imports.
- They contribute to arts/cultural organizations, educational and social groups, as well as NPR and PBS.
- Top Tier residents farm out their household chores—every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects.
- Consumers spend money on themselves; they frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs.
- Near or far, downtown or at the beach, they regularly visit their lavish vacation homes.
- When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries.
- Top Tier consumers are shoppers. They shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon.com.
- At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury along the way—a room with a view, limousines, and rental cars are part of the package.

POPULATION 3,958
AVERAGE HOUSEHOLD SIZE 2.84
MEDIAN AGE 47
AVG HOUSEHOLD INCOME \$214,184



UPSCALE AVENUES

- Shop at Trader Joe's, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis

POPULATION 6,103
AVERAGE HOUSEHOLD SIZE 2.39
MEDIAN AGE 41
AVG HOUSEHOLD INCOME \$142,473



UPTOWN INDIVIDUALS

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

POPULATION 4,047
AVERAGE HOUSEHOLD SIZE 1.67
MEDIAN AGE 32
MEDIAN HOUSEHOLD INCOME \$81,861

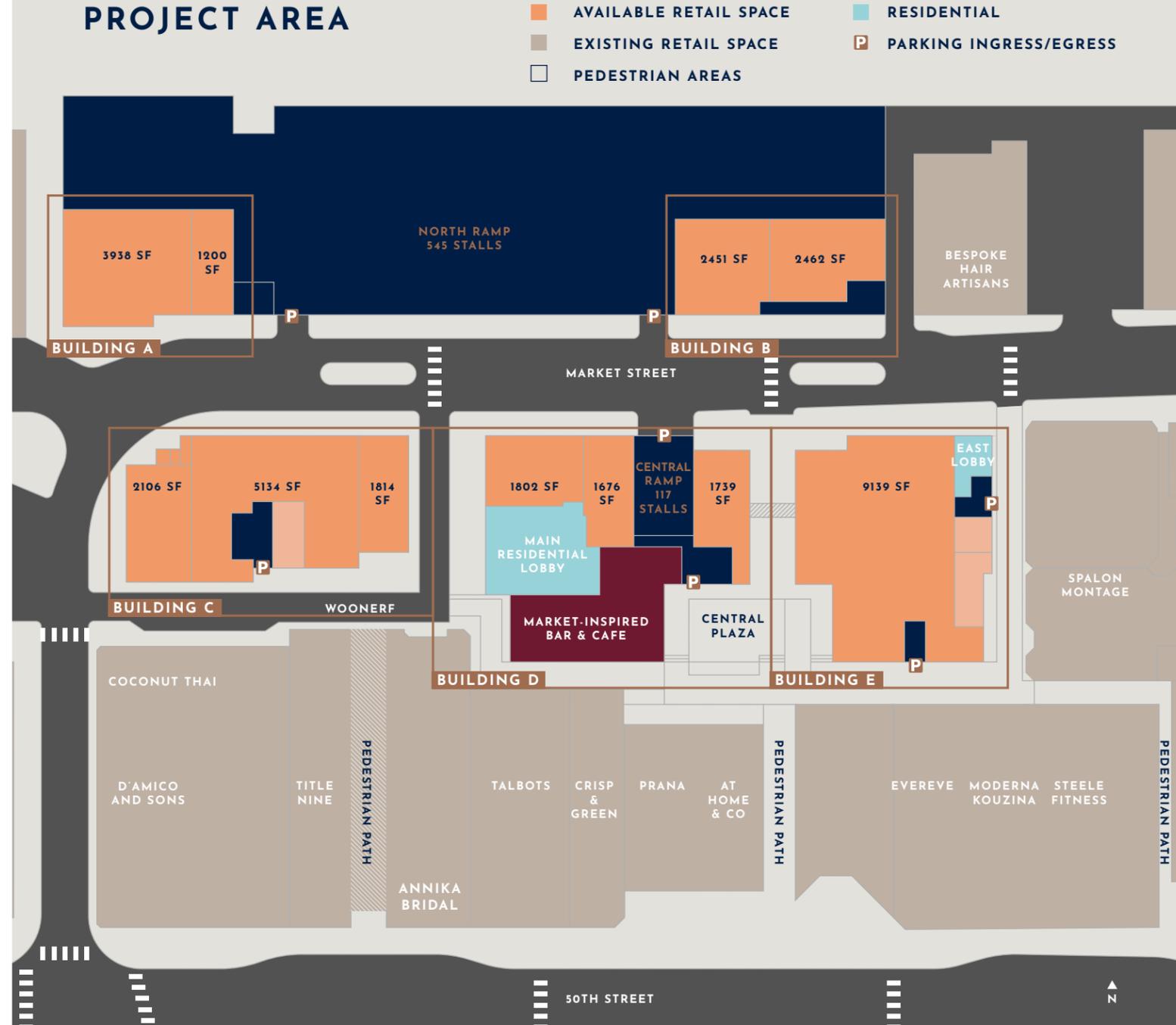


Source: ESRI

50TH & FRANCE



PROJECT AREA



GROSS SQUARE FOOTAGE

420,000 gsf — anchored by art-house theater and boutique grocery

AREA

35 acres bordering SW Minneapolis

PROJECT GLA

33,000 square feet

AVAILABLE

31,300 square feet

PARKING

1,100 free public parking stalls
662 stalls on Market Street

POPULATION

4,730 within ½ mile
17,922 within 1 mile

EST. 2019 CAM & TAX

CAM: \$8 psf
RE Tax: \$6 psf
Total: \$14 psf



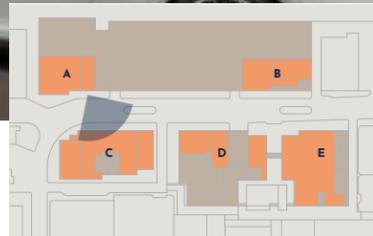
Pedestrian walkway to Central Plaza from Market Street



The plaza will serve the community with annual and monthly events



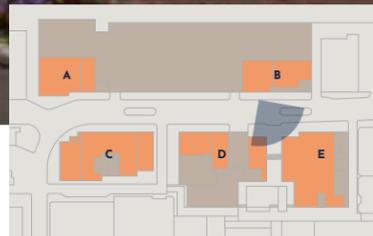
BUILDING C
UP TO 9,054 SF AVAILABLE



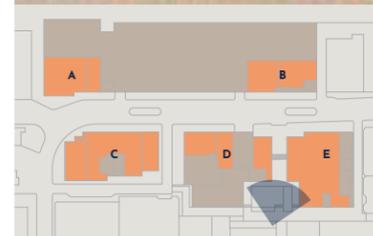
BUILDING A (NORTH)
UP TO 5,138 SF AVAILABLE



BUILDING E
9,139 SF BAY

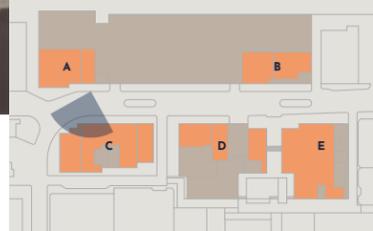


BUILDING B (NORTH)
UP TO 4,913 SF AVAILABLE

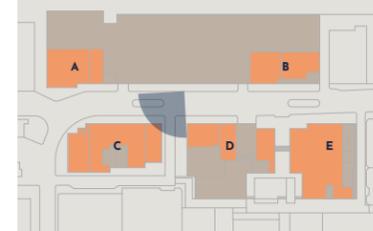




BUILDING C
2,106 SF BAY



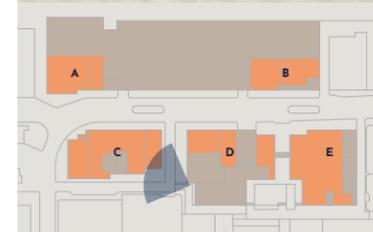
BUILDING C
1,814 & 5134 SF BAYS (MARKET ST ENTRANCE)



BUILDING D
1,802 SF BAY



BUILDING C
1,814 & 5134 SF BAYS (WOONERF ENTRANCE)



CONSTRUCTION PROGRESS

FULL PROJECT DELIVERS FALL 2019

23,000 total square feet



NORTH RETAIL/RAMP

Buildings A and B: 10,000 square feet—*available now*



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