

Mid-Century History is Revealed After Decades in Excelsior!



Bringing the Pieces Together

It's a wonderful day as a commercial broker when you can put much needed ingredients together and create a wonderful solution! This happened recently, when a gorgeous buildout revealed iconic historical features that were hidden for over half a century.

A few months ago, I was able to bring a client of mine on a tour through a building that had been hidden from the public for decades. For many years, a long-term tenant had been in place, but after the business owner retired, the space became available for lease once again. Touring this space required one to apply their vision filter and get our heads up above the ceiling for some architectural discovery! Introducing my clients, Leif Eikevik and Erik Johnson, from Willow Group and Link Street, an up-and-coming development team working creatively across the state on unique properties. Meeting the building owner was the next step, and luckily after a perfect match-up, a Primary Lease was signed soon after.

Uncovering the Buried Treasures

The development team quickly went to work to demo the space, and the beautiful details of the building quickly revealed themselves. Riveted clear span steel trusses from the World War 2 era were uncovered, supporting 18-foot-high ceilings with no columns and 6,000 square feet of smooth concrete floors below. Illuminating it all were large formerly hidden glass block windows, which the team painstakingly revealed. Thanks to a complete interior demo, a wash of sunlight filled the formerly darkened space. This building reuse project was noticed quickly by out-of-town businesses who had desired to be in Excelsior for years, but due to limited space, had been unable to find a home.

The Right Tenant Mix

As any commercial broker knows, location is key! And historic Excelsior is having a renaissance. I knew this was going to be a coveted location and would draw a lot of interest. The developers (now the landlords) and I knew that this would be a great spot for multiple tenants. We had to put together a marketing plan that would attract a mix of businesses that would build a supportive environment for one another. It didn't take long to find these business owners! As it turns out, this property became a launching pad for several new and exciting entrepreneurs to hang their own shingles.

New Businesses To a Historic Downtown

This Fall 2024, we welcome three new businesses to the community. They are thrilled to be in Excelsior and meet the community. We are excited to introduce you to BEEM® Light Sauna, The Visionary Bridal Atelier, and RoJo's Designer Consignment. Each retailer will bring their own energy to the business community, while being a compliment to those already in Excelsior. We can't wait to share opening dates and introduce you to this great set of new operators in the area!

Contact me today to find your next project! And if it's a redevelopment opportunity in need of big ideas and some creative financing, don't hesitate to reach out to our team. The more interesting the project, the better!

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