

The Rise of

EAST TOWN

While the new U.S. Bank Stadium development has been the talk of Minnesota, the changes happening in the blocks that surround the new Vikings home are just as significant.

NEW BEGINNINGS

Redevelopment is fully underway. Acres of parking lots have been transformed into residential towers, business suites, hotels and restaurants, and the new stadium is complete. As the unique personality of this vibrant neighborhood in Minneapolis has evolved, a new name emerged: East Town.

The result of nearly two years of community conversations, East Town's future as a growing hub for business and entertainment has been solidified. What most Minnesotans don't realize is that \$1 billion has been invested into redevelopment efforts within the neighborhood surrounding U.S. Bank Stadium. This up-and-coming area is now positioned to be one of the most impressive emerging districts in the nation.

“NOT ONLY WILL VIKINGS FANS FEEL AN ELECTRIC GAME DAY ATMOSPHERE INSIDE U.S. BANK STADIUM, THEY'LL ALSO EXPERIENCE A RENEWED ENERGY THROUGHOUT THE EAST TOWN NEIGHBORHOOD. U.S. BANK STADIUM & THE SURROUNDING COMMUNITY DEVELOPMENT FIT TOGETHER TO MAKE EAST TOWN BOTH AN EXCITING DESTINATION FOR VISITORS AND A DESIRABLE PLACE TO LIVE.”

Lester Bagley, Minnesota Vikings, Executive Vice President – Public Affairs & Stadium Development

POSITIONED FOR GROWTH

Reaching to the edges of Elliot Park and the Mill District, East Town celebrates the area's history, while keeping a pulse on the future of Minneapolis. Across the burgeoning district, you'll find a beautifully designed, \$220 million clinic being completed by HCMC, gorgeous new condos and apartments, a tech-focused, Radisson Red boutique hotel, a new Finnegan's microbrewery, and a modern event center within the walls of the historic Armory building.

Ryan Companies, one of the leaders within the East Town redevelopment project, has managed over \$585 million of the projects. Their next phase of redevelopment is focused on the construction and leasing of the authentic, yet modern Millwright Building, a 174,000 square foot office complex. This space will also serve as the new Ryan headquarters, as they continue to drive redevelopment in the area.



“THIS IS ONLY THE BEGINNING! IN A SHORT PERIOD, EAST TOWN HAS EMERGED AS THRIVING NEIGHBORHOOD & BUSINESS DISTRICT AND WE ARE THRILLED TO BE A PART OF THE SHIFTING GRAVITY IN DOWNTOWN MINNEAPOLIS.”

Tony Barranco, Ryan Companies, Vice President, Development, Office, Mixed-Use, North Region



East Town is truly a combination of modern and quaint elements that support the future growth of Minneapolis. One of the most anticipated features of this new district is a fascinating outdoor space, The Commons Park. Designed by the world-famous Hargreaves Associates, the park brings an open, fresh feel into this modern space.

UNIQUE & THRIVING

East Town offers a high-tech, yet sophisticated opportunity for businesses and residents alike. From apartments that offer coffee bars and bike repair stations, to restaurants boasting a SoHo vibe, East Town brings something completely new to Minneapolis.

In true Minneapolis form, East Town boasts multiple transportation options, making convenience and connectivity synonymous. With the light rail and bus lines easy to access, and multiple parking opportunities surrounding the new stadium, no transportation stone was left unturned in this redeveloped downtown sector.

LOOKING TO THE FUTURE

The current surge of growth in East Town is not by chance. The East Town Business Partnership and the Minneapolis Downtown Council-Downtown Improvement District have partnered with city planners and neighborhood organizations, working to attract more businesses and residents to the area. Combine those efforts with the organic force driving behind U.S. Bank Stadium and The Commons Park, and you have the makings of a district powerhouse for downtown Minneapolis.

There is much to admire about the rise of East Town, but it is clear that business, civic, and neighborhood leaders see the area continuing to mature in the years ahead. For now, East Town stands ready to welcome the world to this vibrant, multifaceted, and connected district.



EAST TOWN MINNEAPOLIS



- | | | | | | |
|----|--|----|--|----|---|
| 1 | Stone Arch Bridge | 10 | Wells Fargo Tower with Millwright Building | 20 | Kraus Anderson Mixed Use Block |
| 2 | Water Works | 11 | Wells Fargo Tower with Radisson Red Hotel | 21 | Elliott Park Soccer Field |
| 3 | Mill City Museum | 12 | Edition Apartments next to The Commons | 22 | North Central University |
| 4 | Guthrie Theater | 13 | The Commons | 23 | Augustana Care and Apartments |
| 5 | Gold Medal Park | 14 | Stadium, Plaza, Pedestrian Bridge, LRT Station | 24 | Skyscape Condos |
| 6A | Guthrie Liner Parcel Development | 15 | The Armory Event Center | 25 | Grant Park Condominium |
| 6B | Aloft Hotel, Zenith Condos + Encore Apartments | 16 | Thrivent Financial | 26 | 1400 Park Avenue Mixed Use Housing |
| 6C | Jim Stanton Condos | 17 | East Town Apartments at First Covenant Site | 27 | Franklin Steele Park |
| 7 | Valspar Corporation | 18 | Hennepin County Medical Center Campus + New Clinic | 28 | House of Charity |
| 8 | Iron Clad Mixed Use | 19 | Sexton Condos and New Portland Tower | 29 | Izzy's Ice Cream Factory and Scoop Shop |