

shea

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NEW ATTITUDE

An updated brand and new urban setting take ad agency Preston Kelly to the next level.

Preston Kelly

After 58 years in business, ad agency, Kerker Inc., made a complete transformation of its brand to reflect its shift from a business-to-business marketing agency to a full-service consumer advertising operation. The transformation included a name change to Preston Kelly and an office relocation, taking them from a suburban office development to an edgy urban office boutique in northeast Minneapolis.

Shea was brought in to assess the agency's new vision and create a concept for an office space that would reflect the new dynamic of the company. The team of 40, led by principals Chris Preston and Chuck Kelly, moved from a suburban corporate office tower into a renovated historic fire barn at 222 First Ave. NE, just across the Mississippi River from downtown Minneapolis. The design intent for the new location was to express the Preston Kelly brand through a theme of "raw meets refined." The design takes advantage of the fire barn's existing concrete floors, exposed brick, wood trusses and skylights which flood the space with natural light. Key features include a unique reception desk and oversized conference table, each incorporating steel and glass.

The Preston Kelly brand is expressed in a number of distinctive ways, including a wall gallery of "iconic ideas" and a large graphic wall projection that can display anything from a client logo to a video feed. The walls themselves are an interesting combination of galvanized metal, rough pine boards and concrete blocks, and several rooms use large glass and metal sliding doors. While the majority of employees had private offices in the suburban location, a completely open office environment in the new space encourages a more collaborative workspace. Contemporary, white workstations offset the raw industrial building materials, giving the space a slick, clean feel.

The 10,500 square foot office is a solid reflection of the Preston Kelly brand and allows the employees to do their best work.

www.prestonkelly.com
222 First Avenue NE
Minneapolis, MN 55413



The design intent for the new location was to express the Preston Kelly brand through a theme of "raw meets refined."







Metropoint The Center for Business

BPG Properties purchased the former Interchange office complex on I-394 in Minneapolis in one of the area's largest commercial real estate transactions in 2006. BPG hired Shea to reposition the property and begin design plans for the renovation of four existing buildings in order to reintroduce the complex to the market and increase its leasing activity. Shea renamed the property Metropoint – The Center for Business and created a repositioning plan that developed four disjointed buildings into a unified corporate campus with enhanced amenities.

Shea reconfigured driving lanes and developed a grand entrance and reception area for the main building that helps to orient guests upon arrival. Exterior upgrades, including new signage and modernized entryways, were applied to all buildings within the complex. Shea also created a cohesive look for the building interiors, incorporating new lighting fixtures, furniture, and finishes.

Since the upgrades, BPG has increased occupancy by 15% through 375,000 SF in new leases, renewals and expansions with increased rental rates. In 2008, Metropoint received a regional TOBY Award from the Building Owners and Managers Association (BOMA), signifying excellence in the office building industry. In January, 2009, at the annual awards of the NAIOP Minnesota chapter, it received another award for the best repositioned/renovated property over 100,000 square feet.



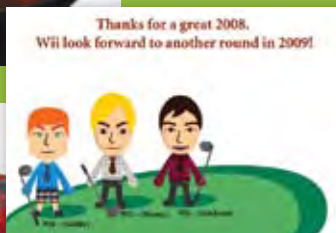
Photography: Tim Davis , conphoto.net

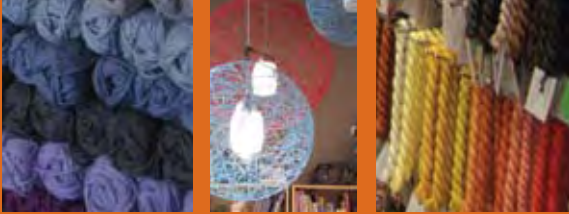
Campbell Mithun Tower

Over the last few years, Shea has been working with NorthMarq, property managers of Campbell Mithun Tower, on improvements to the property as well as several marketing campaigns. Last year, several campaigns were aimed at the real estate broker community, looking to increase their knowledge of the property and all of NorthMarq's recent efforts.

Shea created a year-end campaign that included an event introducing brokers to Campbell Mithun Tower's dedication to eco-friendly practices and the new initiative to seek LEED certification. Shea created a gift package that included a messenger bag, SIGG™ water bottle and a poster on recycled paper that includes environmental facts, LEED information, recycling tips and a large bike map of the area.

On the more whimsical side, Shea developed a gift program for NorthMarq's strongest broker relationships, and this past holiday season the top brokers were presented with Wii's. 2008 was another year focused on strong communications among the broker community and keeping Campbell Mithun Tower top of mind for all.





3 KITTENS needle arts

In September, 3 Kittens Needle Arts relocated from a site in Lilydale, Minnesota, to a brand new spot in The Village at Mendota Heights, at the intersection of Dodd Road and Hwy 110 in Mendota Heights. 3 Kittens worked with Shea on the design of the new 2,100 square foot store, and the exposure at the new location has given them a notable spike in business. Since the relocation, the company, owned by Cis Mezin, Laura Rasmussen and Julie Mast, has seen increased sales in all categories, and classes offered to customers have been rapidly filling to capacity.

Mast pointed out, "Shea helped us create a comfortable space where our product is the focus. Our location in a new shopping center with great neighbors has helped to increase our exposure to new customers and elevate the experience for our loyal customers."

3 Kittens Needle Arts is a full-service needlework store, catering to knitters, needlepointers and crocheters with over 1,000 yarns, hundreds of knitting and crochet patterns, a large selection of hand-painted canvasses and needlepoint threads, buttons and other accessories. The store also offers many knitting and crocheting classes from beginning to advanced levels.

The Village at Mendota Heights
750 Main St. Suite 112
Mendota Heights, MN 55118
651-457-4969
www.3kittensneedlearts.com



Tommy Chicago's Pizzeria, which opened in August 2008, was a concept formerly known as Windy City Pizza.

After experiencing great success for 15 years in the original location of Seattle, WA, owner Tom Magnuson moved the store to the Minnesota market. Magnuson's Windy City concept was based on his love of the hearty Chicago-style pies that he feels are far superior to the standard thin-crust pizzas found elsewhere. When he decided to move the concept to Minnesota, he worked with Shea to rename and redefine the brand to prepare for potential national expansion.

Shea refreshed the concept as Tommy Chicago's, with a focus on Magnuson's attention to quality. All the pizzas are made from original recipes and each pie is made from scratch, incorporating the freshest, highest-quality ingredients. The space is casual yet sophisticated, and incorporates materials reminiscent of traditional Chicago pizzerias, creating an authentic, nostalgic pizzeria experience. Tommy Chicago's offers beer and wine, a lunch buffet, dinner and delivery.

Tommy Chicago's Pizzeria
The Village at Mendota Heights
730 Main St.
Mendota Heights, MN 55120
651-209-7701
www.tommychicagos.com





TCF Bank

Shea has been a partner to TCF Bank for over 25 years on branch design, marketing and merchandising programs. In 2008, Shea worked with TCF on the design of an eco-friendly version of its in-store branch in the new Cub Foods store in the Phalen neighborhood of St. Paul, Minnesota. Cub Foods has applied for LEED (Leadership in Energy and Environmental Design) Gold Certification for the newly constructed building and TCF voluntarily followed suit by adhering to many LEED initiatives in the design and construction of the in-store branch.



LEED for New Construction is a performance-oriented rating system where building projects earn points for satisfying criterion designed to address specific environmental impacts inherent in the design, construction, operations and management of a building. Based on the amount of points earned, a building can receive Certified, Silver, Gold or Platinum status. Cub Foods has plans for the Phalen location to be the second grocery store in the nation to gain LEED Gold Certification and the first grocery store in Minnesota to gain LEED Certification at any level. Cub Foods' efforts to gain points included installation of 44 skylights and energy efficient interior and exterior lighting, advanced refrigeration technology, a maintenance-free floor that eliminates the need for cleaning chemicals, designated parking spots for energy efficient vehicles, and employee shower rooms to encourage employees to walk or bike to work.

To show support of Cub Foods' environmental efforts at the new St. Paul store, TCF worked closely with Shea to implement a more "green" design in this particular branch. Regionally sourced, LEED-certified lumber and finishes were used throughout the space and every attempt was made to use low-emitting materials from adhesives and sealants to carpet and wallcovering products. TCF has plans to carry many of these items forward into future branch designs, further demonstrating their ongoing commitment to local businesses and improving the customer experience. TCF Bank now has 59 in-store branches within regional Cub Foods stores, with more on the way.

**TCF Bank – Phalen Cub
1177 Clarence Street
St. Paul, MN 55106**



Photography: Tim Davis , conphoto.net

THE GREEN TEAM

Shea's LEED-accredited professionals have the latest knowledge of green products and practices and apply it to our projects when appropriate. Often times, regardless of whether our clients are seeking LEED status, it just makes good business sense to design with a green focus.



"As energy prices continue to climb, investments in green building energy systems will have a shorter ROI."

- Josh Collins,
Interior Designer, LEED AP

"Municipalities are beginning to require more LEED initiatives through building codes and, as a result, many landlords are requiring tenants to become more sustainable as part of their lease terms."

- Ryan Kronzer, AIA
Senior Architect, LEED AP

"Commercial construction generates between 2 and 2.5 pounds of solid waste per square foot, and the majority of this waste can potentially be recycled."

- Heather Lipinski,
Interior Designer, LEED AP

"Green design reduces operating costs, enhances building marketability, increases worker productivity and reduces potential liability resulting from indoor air quality problems."

- Adam Meyer, AIA
Associate Architect, LEED AP

BRIMSTONE

WOODFIRE GRILL



Shea helped to develop Brimstone, a brand new restaurant concept in Pembroke Pines, Florida. Shea created the brand and logo, and the concept was built around a theme of “fire and energy.” The design of the grand freestanding building was influenced by Prairie-style architecture using wood, stone and custom lighting. The 11,000 SF upscale casual restaurant offers contemporary American fare including steaks cooked in a 1600-degree broiler, woodfire grilled fresh seafood, gourmet pizza, sushi and salads. Brimstone opened in Florida in late 2008.

www.brimstonewoodfiregrill.com



Despite recession, many Shea clients continue to open new units.



Shea has worked on over 40 locations for long-term client, **Morton's – The Steakhouse**, and recently completed design on stores in Brooklyn, NY, and Sacramento, CA. Both stores opened in November.



Shea worked with **California Pizza Kitchen** on their latest location at the Natick Collection mall in Natick, MA. It opened in December.



Shea worked with **The Palm Restaurant** on the opening of a new Tribeca location in New York City, NY. This is the fourth NYC restaurant for The Palm, and the outpost is located in a luxury condominium building at 200 Chambers Street. It opened to the public on November 21.

Santorini Taverna and Grill



Santorini recently relocated from St. Louis Park to a new site at 13000 Technology Drive in Eden Prairie. The Nicklow family moved the popular Mediterranean-inspired institution from its longtime home to make way for a new hotel development. Shea worked with the Nicklows on design of the 9,700 SF building left vacant after the closing of Canyon Grille in the spring. The sprawling space includes a new bar, large dining room with two fireplaces, private dining areas, a stage area for live entertainment and a large outdoor deck. Since the grand opening in November, revenues have been surpassing projections.



The new location includes a new bar, large dining room with two fireplaces, private dining areas, a stage area for live entertainment and a large outdoor deck.



Santorini

13000 Technology Drive
Eden Prairie, MN
(952) 546-6722



ANGEL FOUNDATION – A good cause

For several years, Shea has been a proud supporter of The Angel Foundation, a non-profit organization that provides financial assistance for basic non medical living necessities for cancer patients and their families, right here in Minnesota.

This year, Shea partnered with Angel Foundation on their annual Star Awards gala event which recognizes individuals who have made outstanding contributions to the health and wellness of cancer survivors and their families. Shea's designers created all materials used to promote the event: postcards, invitations and programs. Over 450 guests gathered on January 31 at the Hilton Minneapolis where they raised over \$200,000.

At Shea, we are very proud of our association with Angel Foundation and the great work they do to help Minnesota families dealing with cancer. We encourage you to learn more by visiting www.MnAngel.org.

Designed With Your Business In Mind



One of the things that sets Shea apart from our competition is that our main philosophy is to design to achieve our clients' business goals. We don't design just for design's sake – our first step in every project is to clearly define and understand the brand and business objectives. This helps us to then execute it flawlessly in all points of consumer contact from the marketing to the physical spaces. We believe our job is to give our clients the tools they need to be successful. And we love seeing the results.

Yum! Bakery and Kitchen has seen a 15-20% increase in sales year after year for the last 3 years. By staying close to this client we have been able to respond to customer needs, making updates as needed, including reconfiguring the dining area and adding additional seats for this high demand eatery.

Patrick's Bakery in Richfield is known for carrying some of the best pastries and food items in the world. A few years ago, its tired interior design didn't reflect the quality of goods and services, and Shea was brought in to refresh the space on a limited budget. With a few simple upgrades to finishes and a redirected floor plan, the space was elevated to a new level. ***A year after the remodel, sales increased by a staggering 50%.***



The Corner Bar, located within Embassy Suites in Bloomington, MN, was becoming outdated and underutilized by hotel guests, and Tri-City Management worked with Shea to refresh the space. Working within a tight budget, Shea worked to de-clutter the space and to simplify the look, creating a more inviting and comfortable atmosphere. Shea's designers selected simple, quality elements such as a new bar top, new tables and chairs, framed photographs, fresh paint and new lighting to breathe new life into the space. In the first year following the remodel, ***Corner Bar sales increased by 35% and sales continue to increase even in light of lower hotel occupancy.***



Signature Kitchen

Macy's has been working with Shea on a variety of projects highlighting its "Culinary Council," a consortium of national celebrity chefs including Wolfgang Puck, Cat Cora, Rick Bayless, Marcus Samuelsson and others. The latest collaboration is an in-store fast casual restaurant concept called **Signature Kitchen** that features a grouping of smaller concepts showcasing the individual chefs' personal menus and products. Shea designed a prototype with three adjoining units unified by Macy's signature look, including quality finishes, fabrics and lighting. Each chef then has a unique brand within the Signature Kitchen environment and each uses customized materials, graphics and signage.

The first Signature Kitchen concept was unveiled in South Coast Plaza in Costa Mesa, California, in December. It features CCQ by Cat Cora, La Brea Bakery by Nancy Silverton and Marc Burger by Marcus Samuelsson (Shea also created the Marc Burger and CCQ logo and brand identity.)

Macy's is planning to implement the Signature Kitchen concept throughout the country, featuring varying chef concepts in each location.



Signature Kitchen features a grouping of smaller concepts showcasing the individual chefs' personal menus and products.





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Questions? Comments? Contact us at 612.339.2257 or info@shealink.com.*

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