



The Highlight Center reached full occupancy in 15 months after launching the project by catering to the "creative class."

COMMITTED PARTNER

Highlight Center

Editor's note: This is the eighth installment in Finance & Commerce's Top Projects of 2015 series, which profiles the 20 winners through Sept. 30. Previous installments can be read at franchise-commerce.com.

In the old days, all you needed to create desirable office space was a deluxe corner office for the president, enough typing tables for the secretaries and, of course, plenty of ashtrays.

Times have clearly changed. The Highlight Center boasts office space with amenities like a bicycle center with bike lockers and individual shower stalls. Appealing to what's come to be known as the "creative class" doesn't end there, however. There are currently more than a dozen beer kegerators installed throughout the building, and Able Seedhouse + Brewery is on site. Need to caffeinate after all that brew? Empire Coffee + Pastry, a northeast neighborhood favorite, is also a tenant. And if you bring your dog to the office, there's a nearby pet area for quick walks between meetings.

No wonder the building reached 100 percent occupancy just 15 months after project launch. "You need to include the right amenities and infrastructure, and the place needs to have the right feel, too," explained Scott Tankinoff, managing partner of Hillcrest Development, the project's developer. After past lives as a turn-of-the-20th-century lightbulb factory, and later as the headquarters of Minneapolis Public Schools, the 1913 brick-and-timber building has become a showplace of adaptive reuse.

"This is a neighborhood we've been involved with for a long time," Tan-

PROJECT DETAILS
Highlight Center
Address: 800 Broadway St., NE, Minneapolis
Project cost: \$4 million
Project size: 110,000 square feet
Owner: MT Development Partners LLC
Contractor: Hillcrest Development LLC
Architect: Tanek Architecture Group and Kosterichantz Architects
Online More photos available with the story at franchise-commerce.com .

kinoff said. "We've renovated more than half a million square feet of commercial property in the last five years. Our goal as a company is to be the adaptive reuse leader in the state of Minnesota."

Tankinoff worked closely with the Logan Park Neighborhood Association. "They wanted highly compensated workers coming in to work every day, an opportunity to strengthen their tax base, removal of blighted buildings and structures nearby, and the creation of a focal point for their neighborhood. We are very proud to have delivered all of those," he said.

—Julie Kendrick



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Tenets like Sport Ngin have helped bring the "highly compensated workers" the community around the Highlight Center was looking to bring into the neighborhood.