

**Spotlight:** Exciting Redevelopment Opportunities on the East Side of St. Cloud

# Gateways to Growth in St. Cloud

**Prominent Location Spurs Initial Investment, Helping Redevelopment Get a GREATER Start with Runnings and The Shoppes at Lincoln Place**

The City of St. Cloud's Economic Development Authority recently completed the "East End Vision," outlining the redevelopment opportunities in this prominent area of our city. And so far, that road map has proven quite useful for the first couple of investors, while intriguing many more.

We'll be welcoming Runnings as early as this fall in the location of the former Shopko, and Midland Atlantic Properties will lease to Caribou and other businesses once they redevelop the current Gateway Motel property that sits along Lincoln Avenue. Beyond that, anything is possible.

Midland Atlantic Properties has owned the Cash Wise and Westside Liquor properties near Target on the east side of town since 2017, and are in the process of finalizing the purchase of the Gateway Motel, which sits at the busy intersection of Lincoln Avenue and Highway 23. They were happy to hear the news of Runnings purchasing the nearby Shopko building, and in turn, their development story will likely inspire others.

**"We loved the corner, the city, the market, and the corridor,"** said Clayton Riney, Development Manager at Midland Atlantic Properties. Midland anticipates closing on the purchase of the Gateway Motel property in October, and will break ground shortly thereafter on demolition and new construction. Midland's new multi-tenant space will be known as "The Shoppes at Lincoln Place," with the end-cap space slated to be leased to Caribou Coffee.

"We are uniquely invested in the area, and are excited to see the Gateway property serve the community more widely," said Riney. He foresees other neighborhood service-oriented retail businesses leasing the remaining 2800 SF of the 5200 SF property.

**"The City of St. Cloud's Economic Development Authority has been instrumental in guiding us through the processes that have allowed us to be where we are today,"** added Riney.



## Why St. Cloud's East End?

For investors and developers alike, there are many reasons that the East Side is an ideal place to grow:

- *High-traffic corridor with close proximity to Hwy 10 and Hwy 23, and downtown St. Cloud*
- *St. Cloud as a whole is on an upward growth pattern, including Downtown and Business Parks*
- *City support in leveraging redevelopment resources*
- *Three distinct Catalyst Sites have been identified, which help developers take the "fast track" to moving in and putting their vision in place*
- *This area is part of a federally designated Opportunity Zone, which may provide tax benefits on capital investments*

## How & When To Inquire

For brokers, investors, or business owners looking to see what St. Cloud has to offer, the City's Economic Development Authority is ready to discuss opportunities.

**"The redevelopment investment in St. Cloud's key gateways and corridors—including the East End—is happening quickly, and it's really exciting to see,"**

said Cathy Mehelich, Director of St. Cloud's Economic Development Authority.

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**GREATER**



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**Interested?** To explore development & redevelopment opportunities in St. Cloud, please contact Cathy Mehelich at the City of St. Cloud's Economic Development Authority:

CALL **320.650.3111**

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