



FOR IMMEDIATE RELEASE:

October 3, 2016

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Rosedale Center Begins Multi-Year Renovations

New stores, upgrades and amenities coming to leading Twin Cities mall

ROSEVILLE, MINNESOTA - Beginning on October 3rd Rosedale Center will embark on a two-year interior renovation project. Highlights include top to bottom upgrades, a Von Maur department store, a new parking deck and other exciting additions. Rosedale Center will be fully operational during the renovation period.

“For more than four decades, Rosedale has been known for its convenient location and excellent store selection. This project will bring state-of-the art convenience and provide a fresh, new environment for all of our guests,” says Rosedale Center General Manager Scott Michaelis. “The goal is to make it natural, refreshing, inviting and comfortable ... a first-class experience for shoppers.”

The efforts behind the Rosedale Center’s renovation and expansion are to enhance the guest experience by introducing new opportunities to shop, explore, relax, dine and be entertained. Drawing influences from the beauty of the North Shore trails and forests, Rosedale Center will come to new life as an exciting destination. Infused with warm wood accents and linear lines, Rosedale will draw guests into a sophisticated communal hub inspired by the regional spirit of the “North.”

The renovation shall elevate the guest experience by incorporating design cues based on what is called “Simply Minnesota,” a design style that is inviting, refreshing, comfortable and reinforces a sense of place. Improvements include new graphics and wayfinding allowing a better way for guests to navigate both the exterior and interior areas of the center, updated interior finishes, lighting, plantings and restrooms, increased interior and exterior visibility, introduction of new gathering locations and technology.

Featured in the renovation is an expansion that will introduce a new 125,000-square-foot, two-level Von Maur department store and 21,000 square feet of new shops within a new two-level concourse connecting the existing center to the new Von Maur.

(more)

Retailers such as White Barn and Build-A-Bear have recently opened, and new stores will be announced in the coming months. Von Maur construction is expected to start next year, with an opening date in 2018. Michaelis says, "Von Maur will bring high-end fashion, exclusive brands and exceptional customer service for our shoppers."

Rosedale recently added a new parking garage, located on the Northeast side of the mall that will be ready in time for the 2016 holiday shopping season. Rosedale is managed by JLL. VCC Construction is carrying out the interior renovations, which are expected to be completed in time for holiday shopping in 2017.

About Rosedale Center

Rosedale Center opened in 1969 and is centrally located between the Twin Cities of Minneapolis and St. Paul. Rosedale Center a 1,149,639 square foot shopping center featuring 160 retailers including AMC Theatres. Rosedale Center attracts more than 14 million visitors annually and is rated a top shopping destination in Minnesota. Rosedale Center is leased and managed by global commercial real estate firm, JLL. For additional information on events and programs visit www.myrosedale.com.

About Jones Lang LaSalle Incorporated

JLL is the largest third party retail property manager in the United States with more than 1,000 centers, totaling 125 million square feet under management. The firm has more than 140 retail brokerage experts spanning more than 30 major markets, representing more than 900 retail clients. In 2015, JLL's Retail Group completed transaction management and portfolio optimization on 1,500+ leases, negotiated 500+ leases for retailers and 1,000+ leases for landlords and completed more than \$2.7 billion of investment sales, dispositions and financing for investors. For more news, videos and research from JLL's Retail Group please visit: www.jllretail.com.

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