

Vertical Endeavors to open Minneapolis location

Minneapolis / St. Paul Business Journal - by Sam Black

Date: Tuesday, November 9, 2010, 3:57pm CST - Last Modified: Tuesday, November 9, 2010, 4:26pm CST

Vertical Endeavors, rock-climbing event center located in St. Paul, plans to open a new site in a former ice house in Minneapolis next year.

Vertical Endeavors has a deal to lease about 10,000 square feet in a soon-to-be renovated building at 26th and Nicollet Avenue, according to **Mark Krogh**, a broker at Java Properties in Minneapolis who worked on the deal.

Vertical Endeavors plans to invest about \$2 million to build a climbing room in the 65-foot-tall space, Krogh said. "The building is a pretty amazing building, one of the last remaining ice houses in the Twin Cities," Krogh said. The structure has a lot of character, with heavy timbers in the roof and some windows for natural light.

[Vertical Endeavors indoor rock-climbing facility](#) also operates locations on Phalen Boulevard in St. Paul, in Duluth, Minn., and in Warrenville, Ill.

The climbing facility will become part of a \$5 million redevelopment of two neighboring buildings that includes a 5,600-square-foot space that will become a second location for St. Paul's [The Blue Door Pub](#), and a 5,700-square-foot space that will house Azia, a restaurant operated by Thom Pham. In addition, the project includes a deli and coffee shop.

The developer of the properties is an investment group based in Minneapolis called First & First LLC, led by **Peter Remes**, Krogh said.

Dean Dovolis, a principal at Minneapolis-based [DJR Architecture](#), designed the project.

The developers have started some demolition at the site.

Azia and Blue Door plan to open in the spring, and Vertical Endeavors will open in early summer.

sblack@bizjournals.com