



## News

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### **PETERS BILLIARDS BREAKS GROUND ON 37,000 SQUARE FOOT SUPERSTORE**

#### ***Rebuilding of Retail Landmark Signals First Phase Of Multiyear Crosstown Commons Reconstruction Project***

MINNEAPOLIS (June 24, 2005) — Peters Billiards, the Minneapolis retail landmark located at Lyndale Avenue and Highway 62, is moving — about 27 feet to the west.

The Minneapolis-based recreational game retailer today begins construction on a new three-story, 37,000 square foot game room “superstore” to replace its current building, which the Minnesota Department of Transportation (MnDOT) will take by eminent domain next summer as part of its four-year Crosstown Commons Reconstruction.

The new Peters Billiards superstore will be three times the size of the current store, making it one of the three largest game room stores in the country. The store will be built over two years in two phases to provide uninterrupted business operations. Phase one is projected to be complete in January 2006 and phase two by September 2006.

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The I-35W / Crosstown Commons expansion is a four-year reconstruction project slated to begin next spring. The project will provide additional capacity and minimize congestion on what is currently one of the Twin Cities' busiest and most dangerous interchanges. As a result, a handful of private residences, service businesses and Peters Billiards, the only retailer affected, were notified in late 2003 that they would lose their locations by the middle of 2006.

Peters Billiards owners Greg and Carol Peterson worked closely with city officials and MnDOT to find a solution that would keep the business in the neighborhood that's been its home for 30 years.

"The impending loss of our building left us holding a whole bag of lemons, and we decided to make lemonade for our customers and our staff," said Greg Peterson, who's owned the store since 1972. "We are extremely excited to be creating one of the biggest and best game room stores in the country. We know our customers are going to appreciate the new look of the store, not to mention our expanded inventory."

The new Peters Billiards superstore site will be one acre, double the size of the current site. The retailer purchased adjacent land from a neighboring business to make the site plan work. "We're building up, and we're building long," Peterson said. The new building, which will keep its same address and its marquee Highway 62 frontage, will be three stories high and 66 feet by 260 feet long when completed.

Approximately 16,000 square feet of the new building will open in January 2006. Demolition of the current store will take place later that month, which will clear the way for Peters to begin phase II construction in February 2006. The final portion of the building is expected to be complete in September 2006.

### **New Superstore Ups The Ante**

"In-home recreation is a retail category that is growing with no end in sight," Peterson said. "Homeowners are spending more time at home with family and friends, which is driving the creation of more in-home entertaining spaces. Bonus rooms, in-home theatres and good, old-fashioned recreation rooms are becoming as standard as kitchens and bathrooms."

“Our new superstore will provide the largest selection of all-things home recreation, including our trademark billiards equipment and an expanded selection of game tables, video games, bars, artwork and furniture,” Peterson said. “The size of the store may be changing, but the warm, family-friendly atmosphere we strive to create for our customers will remain the same.”

In addition to the increased showroom space, the superstore will include unique features, such as a stone fireplace, a family arcade where shoppers can enjoy a snack and beverages and try various games, and custom consulting and design services.

### **Good Partnerships, Positive Results**

Peterson and his management team are quick to acknowledge the positive relationships they have developed with the City of Minneapolis and MnDOT throughout this process. City and transportation officials worked with the company to help them understand and navigate the various permitting and zoning requirements. In addition, Peters Billiards has hosted a neighborhood meeting and sent project updates to nearby businesses and residences.

“Peters Billiards has always been a Minneapolis-based company, and we’ve been in this location for nearly 30 years,” Peterson said. “It was important to us to stay in this neighborhood, and the City and MnDOT worked hard to help find a solution. While it certainly has been a challenging process, we are grateful for all the guidance and feedback we’ve received from MnDOT, our councilmember Scott Benson and the City of Minneapolis. They have been true partners.”

“Peters Billiards is to be complimented for their proactive approach to the I-35W/Crosstown project,” said Tom O’Keefe, metro division area manager for MnDOT. “We’ve enjoyed working with Peters and the City of Minneapolis to meet their goal to stay near their current location. They are planning a beautiful new building and we look forward to seeing it built. We hope we are able to continue working together in a way that allows all of our projects to proceed with a minimum of disruption.”

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## **About Peters Billiards**

Peters Billiards is the premier Twin Cities retailer of in-home games and recreation equipment. Founded in 1957 by Ken Peters, the Minneapolis landmark is the largest single-store game room supplier in the five-state area. Greg Peterson purchased the company in 1972 and today Peters Billiards is a thriving family-run business. Original owner Ken Peters continues to build custom pool tables for the company. Known for its billiards collection and expertise, the store also has the largest bar and kitchen stool selection in the Twin Cities and carries specialty items, including game tables, foosball, air hockey, in-home theater seating, lighting, bars and entertainment centers, artwork and video games.

For more information about Peters Billiards, visit [www.petersbilliards.com](http://www.petersbilliards.com). For more information on the I-35W/Crosstown Commons reconstruction project, visit <http://projects.dot.state.mn.us/crosstown>.

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Editor's Note: High-resolution images of the new store are available by request. Please contact Lisa Hannum at [lhannum@kolrudhannum.com](mailto:lhannum@kolrudhannum.com) or 612-272-0544.