



**Bloomington Development Review Committee**

2024-05-15

**Project Title:** Travail Pig Ate My Pizza 2.0

**Project Address:** 10700 Bloomington Ferry Rd, Bloomington, MN 55438

**Building Owner:** Steady Countryside LLC (Sam Steadman)

**Building Tenant:** Soul Brothers LLC (Mike Brown, James Winberg, Bob Gerken)

**Designer:** PKA Architecture (Ryan Fish, Anna Beth Gunderson)

**Project Description:**

This project aims to create an inviting, neighborhood pizza restaurant from the existing building shell located at 10700 Bloomington Ferry Rd in Bloomington, MN.

Soul Brothers LLC has been operating restaurants since 2010. The first restaurant, Travail Kitchen, opened in a sleepy NW suburb in the summer of 2010. The area quickly embraced the new restaurant because of the very friendly, community driven nature, high quality food and drink and value-oriented pricing structure. The restaurant quickly developed a loyal following and brought customers from the entirety of the Minneapolis/ St. Paul metro area.

Throughout the course of the next year our group began having discussions with the City Manager about any potential building sites or properties that may be available for expansion. We had outgrown our original space, needed more seats and wanted to remain in the city where we had begun. The city had a TIF district, and we negotiated a deal to purchase and develop a new location. In doing so, we opened a second restaurant to fulfill the lease of Travail, Pig Ate My Pizza, in 2014. The pizza restaurant truly allowed us the opportunity to maintain our connection to the local community, as Travail had become popular with travelers from across the US. Since the opening of Pig Ate My Pizza and Travail 2.0 (also 2014), our once sleepy suburb that had 3 restaurants and aging buildings has seen an explosion of development. We have seen the redevelopment and opening of a gym, two breweries, a bustling salon, a coffee shop, a furniture and home goods store, a catering company, and multiple restaurants. The town has blossomed into a community driven retail and entertainment haven that also draws metro and national traffic.

Travail Kitchen has been nominated for 5 James Beard Awards, was Bon Appetite Magazines #4 Best New Restaurant of 2010 and has been lauded in the New York Times and many local publications. Pig Ate

My Pizza/ Nouvelle Brewing has twice been selected as a Top 10 pizzerias in the US by Food and Wine Magazine and continues to be a local favorite. Our intention is to mimic the model of Pig Ate My Pizza and provide the same quality, value, and friendly local restaurant to a new community in Bloomington.

Pig Ate My Pizza 2.0 is intended to operate from the hours of 11:00 am to 10:00 pm Friday, Saturday, and Sunday and from 4:00pm to 9:00pm ALL Monday through Thursday. PAMP 2.0 is expected to employ 20 people.

**Scope of Work:**

- Interior renovations for an existing structure, approximately 3000 net SF, to convert the building into a restaurant.
- Minimal alteration to exterior of the existing structure to align with interior changes. No change to exterior materials.
- Addition of a steel canopy covering 1350 SF for year-round outdoor dining.
- Addition of external cooler system, dry storage, and fully enclosed trash room totaling 1291 gross SF.

**Relevant Agreements:**

- The entirety of Countryside Center has a single owner, Steady Countryside LLC. Parking will be shared across lot lines within the complex expressed through a parking study and a shared parking agreement set up by the owner (Sam Steadman).

**Requests:**

- Request for a variance on the North side 35ft setback to allow for the external cooler, dry storage, and trash room addition. See sheet A-101 for proposed encroachment into setback. A 15-foot clear view triangle at the street corner is maintained – see sheet L-101.
- Request for parking flexibility. Countryside Center currently provides 179 parking spaces, and with the new developments in the center, a totally of 212 spaces will be required. The owner has provided a shared parking agreement that will be provided to the city along with this document.