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Section: WEST ZONE**Edition:** WESR**Page:** 1W**End in sight for work on Joe's Square***BOECKMAN JOANNE**STAFF*

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Developers should complete construction of the \$3.1 million Joe's Square commercial structure at Beaver Avenue and Fagen Drive by the end of June.

Tenants could begin finishing space in early June, said Craig Faber, vice president of Hansen Co., and that most likely will take until the latter part of July or early August, he said.

Joe's Square will bring close to 23,000 square feet of combined retail and office space to Beaverdale. The two-story building replaces a 12,000-square-foot building previously on the site.

Tenants signed for the site so far are Dr. Terry Rieck's dental practice, Davis Insurance Agency, Anytime Fitness and an as-yet-unnamed panini and martini restaurant. Negotiations are under way with a yoga studio and a drive-through coffee shop. About 6,000 square feet remain to be filled, said owner Joe Giudicessi.

"This is going to be a great asset for Beaverdale," Giudicessi said. "I'm not putting up a cheap building. It's all brick and it's going to feature Beaverdale brick."

Achieving a Beaverdale brick look requires a technique called raked joints, Faber said. The mortar is scraped back so it is not as prevalent and produces a shadow where the mortar line is. The building also has fiber cement panels that look like big stones from a distance, he said.

Giudicessi said he has been mulling a project such as this one since 1980, when he bought the 1.2-acre parcel and a building constructed in 1942. He leased about half of the building in 1985 to Bond's of Beaverdale, a men's and women's clothing store, which closed before the building was demolished in March 2007.

Giudicessi, who founded Christopher's Restaurant and was active in that business until about 2000, said he looked into remodeling the existing building, but the cost was prohibitive.

"It wasn't economically feasible to do that. I decided to tear it down and build a new building," he said. "Originally, I'd planned to have commercial business on the bottom level and apartments on top, but I got some figures back and that was more than I could spend."

Giudicessi said he hopes the project revitalizes the Beaverdale business community. "In the 1980s, the Beaverdale community was really an active business community. In recent years, it's declined."

Stephanie Walsmith, executive director of Beaverdale Main Street Initiative, a group whose goal is to strengthen the area's commercial district, said Joe's Square is a good fit for Beaverdale.

"We think it will draw more pedestrian traffic to the community and more people from outside the area into our community and showcase Beaverdale to the area," she said. "We also hope it will bring more employers to the area and hopefully

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boost the economy in Beaverdale."

Bill Miller, president of the Beaverdale Neighborhood Association, said the group will monitor issues that have concerned those in the area, such as traffic.

"That's an issue we'll keep an eye on," Miller said, adding that as the building shapes up, there's been a growing excitement and interest in the project.

"This is an opportunity to have another restaurant and more business," he said. "A business that we can call a Beaverdale business and that we can walk to is something we're looking forward to."

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