

MINNESOTA REJournals.com REAL ESTATE JOURNAL

VOLUME 22, NUMBER 4

©2006 Law Bulletin Publishing Co.

April 2006



Page 20

Minnesota Real Estate Journal

April 2006

It's 'rack 'em up' for Peters Billiards' new game room

A landmark Minneapolis billiards retailer is racking 'em up at its new location along the Crosstown freeway.

Peters Billiards, located at Lyndale Avenue South and the Crosstown (Highway 62), has opened the first phase of its new store, which is just 27 feet to the west of the original location.

The highly visible store has for decades caught the attention of drivers on the Crosstown. Owners Greg and Carol Peterson lost their original location right next to the road as part of the Minnesota Department of Transportation's plans to rebuild the Highway 62-Interstate 35W commons area.

So they're building a bigger version of Peters Billiards just to the west. The new building will be 37,000 square feet, three times the size of the first store.

The Petersons say the new 17,000 square foot, first phase features one of the most diverse selections of in-home games, accessories and furnishings in the region and they are aiming to be a national leader in the growing in-home recreational category.

When fully completed in September, Peters Billiards will be one of the largest game room stores in the country.



COURTESY PETERS BILLIARDS

The new Peters Billiards store is only a few feet from the old one, and is just as visible to motorists navigating the busy Crosstown Commons area along Highway 62.

"We know that when busy families come home, they want to relax and connect with one another and their friends," says Greg Peterson. "Instead of going out, they're creating spaces inside their home where they can play and entertain. Our new store was designed to inspire our customers' imagination of what their game rooms could be and provide an environment

and product selection to help them bring those ideas to life."

The Petersons say the trends are showing more and more homeowners looking for ways to spend additional quality time with family, and for many, a game room is the perfect way to keep everyone close to home. They cite a recent home design survey by the American Institute of Architects show-

ing game rooms becoming the second-most-requested special function room after home offices.

The new Peters Billiards store pays tribute to its roots when it comes to design, by incorporating elements present in the original store such as a nostalgic tin ceiling and classic woodwork. The new store interior also captures the essence of the modern game room, Peterson says.

"Game rooms are no longer relegated to a home's unfinished basement," he says. "Today's game rooms are fully designed, beautifully furnished and highly visible spaces that often become the gathering place of the home, especially for families with young children."

Examples of this new generation of game rooms will be a key feature in Phase II of the store, which is scheduled to open in September.

The store was founded in 1957 by Ken Peters and has become the largest single-store game room supplier in the five-state area. Greg Peterson purchased the company in 1972. Ken Peters continues to build custom pool tables for the company. 21

Reprinted from the April 2006 Minnesota Real Estate Journal