



Victoria

Downtown West

Victoria Downtown West



Victoria Downtown West will be a new, mixed-use development that highlights the architecture and charm of Victoria which is experiencing impressive growth.

The mix of residential, retail, and public space will offer relaxation, convenience, and entertainment only 30 minutes from the Twin Cities.

NORTH CENTRAL

Commercial Real Estate Company

CONCEPT

Victoria Downtown West



SITE INFO

Address

- 75204 Victoria Dr. Victoria, MN 55386

Space

- Available retail and restaurant space ranging from 1,000-6,500 sq ft

Property Use

- Restaurants and retail spaces
- Residential mix of townhomes, condos, and multifamily apartments

Frontage & Visibility

- Excellent to highway 5 & highway 11

Accessibility

- Full movement off of Highway 5 and 11

Features:

- Mixed use community building/space
- 12,000 sq ft plaza for use year round
- Mix of residential and retail space
- Public parking (surface level)
- Pedestrian/bike trail connections to several parks and lakes

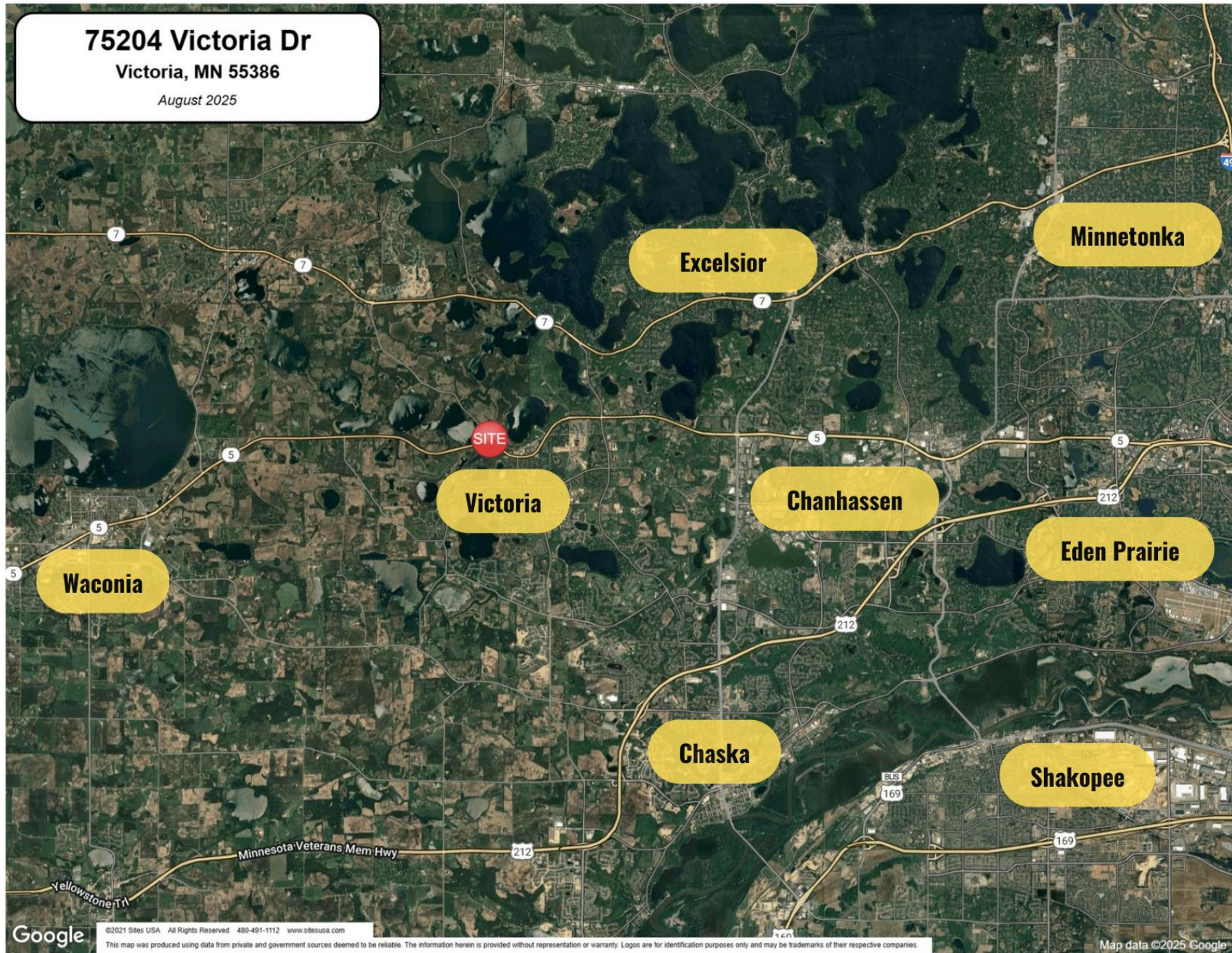
NORTH CENTRAL

Commercial Real Estate Company

75204 Victoria Dr

Victoria, MN 55386

August 2025



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LOCATION



CONFLUENCE

OVERVIEW SITE PLAN
APPROVED MASTER PLAN CONCEPT

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SITE PLAN



SAUNTER
ARCHITECTS

DJR

Civil
Site

CONFLUENCE

OVERVIEW SITE PERSPECTIVE
VICTORIA DOWNTOWN WEST - PHASE 1

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Timeline:

- **May 2025** - Master Concept plan approved by Victoria City Council
- **Nov 2025** - Final approval, close on financing, begin horizontal construction
- **Summer 2026** - Restaurant and retail shells ready, parking established
- **2026-2029** - Phased construction of 225 units of luxury condos, townhomes, and apartments

SITE PLAN

NORTH CENTRAL

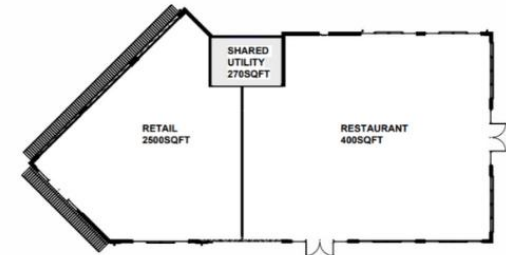
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RETAIL #1

This new corner building builds on Victoria's timeless architectural language with warm brick, classic detailing, and a welcoming street presence. One side opens directly to the street, offering easy access for visitors arriving by foot, bike, or car, while the other is anchored to the central city plaza—creating a natural extension of the public space. Designed as a two-part structure, it will host a restaurant and café—inviting the community to gather, dine, and connect in a setting that bridges everyday convenience with shared experience.



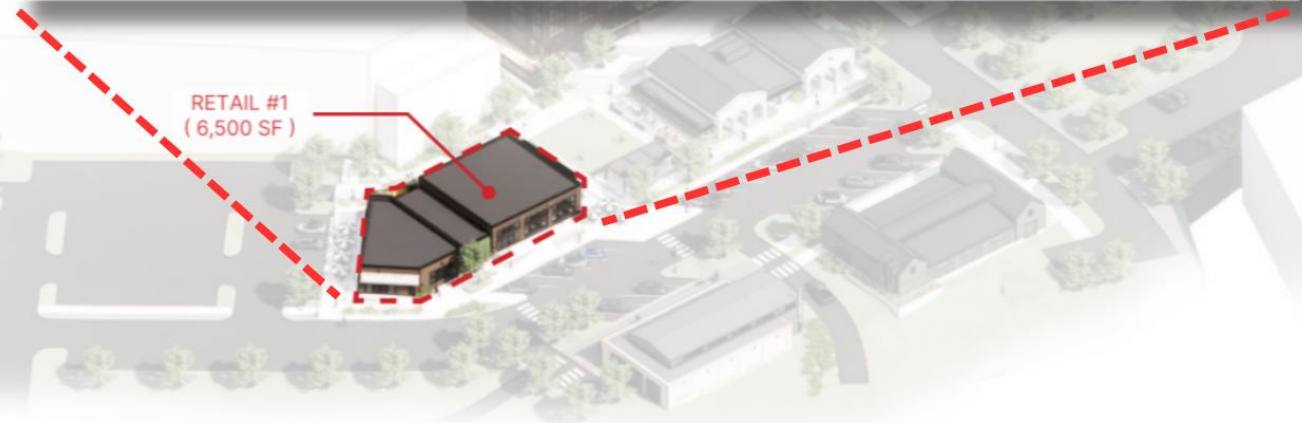
AXON VIEW



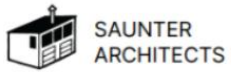
1ST FLOOR PLAN



RETAIL #1 AXON + PRECEDENTS
VICTORIA DOWNTOWN WEST - PHASE 1



RETAIL #1 SITE PERSPECTIVE
VICTORIA DOWNTOWN WEST - PHASE 1



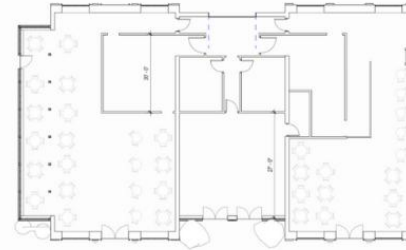
RETAIL #1 RENDERINGS
VICTORIA DOWNTOWN WEST - PHASE 1

RETAIL #2

Set along the edge of the city plaza, this new restaurant brings a fresh yet familiar presence to Victoria's evolving town center. With clean white façades, arched windows, and gabled forms, it echoes timeless industrial and agrarian architecture. Layered garden beds and soft landscaping create a botanical counterpoint to the building's bold structure. Expansive glass walls open onto a generous terrace that blurs the line between indoor comfort and the vitality of the plaza green. The restaurant serves as an everyday anchor—rooted, welcoming, to the community.



AXON VIEW



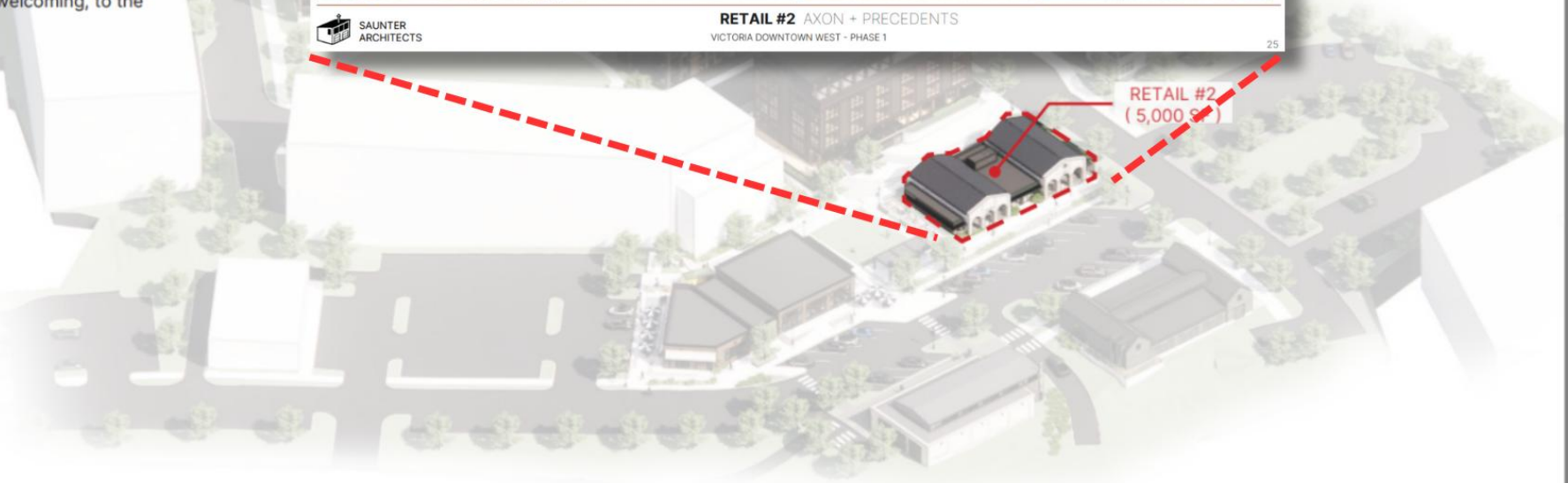
1ST FLOOR PLAN



SAUNTER ARCHITECTS

RETAIL #2 AXON + PRECEDENTS
VICTORIA DOWNTOWN WEST - PHASE 1

25



RETAIL #2
(5,000 SF)



SAUNTER ARCHITECTS

RETAIL #2 SITE PERSPECTIVE
VICTORIA DOWNTOWN WEST - PHASE 1

24

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RETAIL SPACE



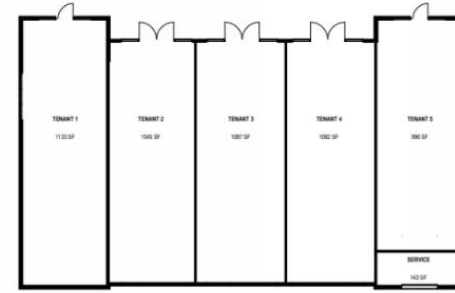
RETAIL #2 RENDERINGS
VICTORIA DOWNTOWN WEST - PHASE 1

RETAIL #3

Inspired by Victoria's agricultural history, this new retail building brings a pragmatic and enduring presence to Main Street. Located at the corner of Steiger and Main Street, adjacent to bike lanes and the new city park, it is positioned to serve as a vibrant and accessible hub. Its simple gabled forms and dark masonry recall traditional farm structures while offering a clean, modern storefront design. Generous windows, a raised clerestory, and flexible floor plans allow the space to adapt to a variety of retail opportunities—welcoming both local businesses and everyday essentials. Functional, adaptable, and enduring, it continues the town's tradition of purposeful, place-based architecture.



AXON VIEW



1ST FLOOR PLAN



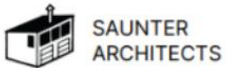
DJR

RETAIL #3 AXON + PRECEDENTS
VICTORIA DOWNTOWN WEST - PHASE 1

30



RETAIL #3
(5,000 SF)



SAUNTER
ARCHITECTS

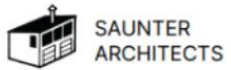
RETAIL #3 SITE PERSPECTIVE
VICTORIA DOWNTOWN WEST - PHASE 1

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RETAIL SPACE



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ARCHITECTS

RETAIL #3 RENDERINGS
VICTORIA DOWNTOWN WEST - PHASE 1

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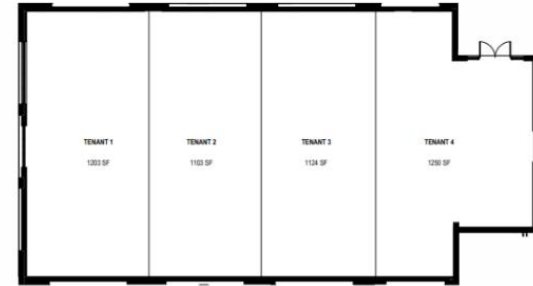
RETAIL SPACE

RETAIL #4

Serving as a gateway and visual landmark, this striking building anchors the new city plaza and welcomes visitors to Victoria. Its bold yet minimal form—a simple steel shed nested within a masonry box—echoes industrial utility with a contemporary edge. Tall clerestory windows flood the interior with natural daylight, creating bright, inviting retail spaces within. An open arcade at street level embraces foot, bike, and vehicle traffic alike, drawing people seamlessly into the heart of the community. With its vertical “Victoria” sign rising above, the building proudly signals arrival and celebrates the city’s eclectic character.



AXON VIEW



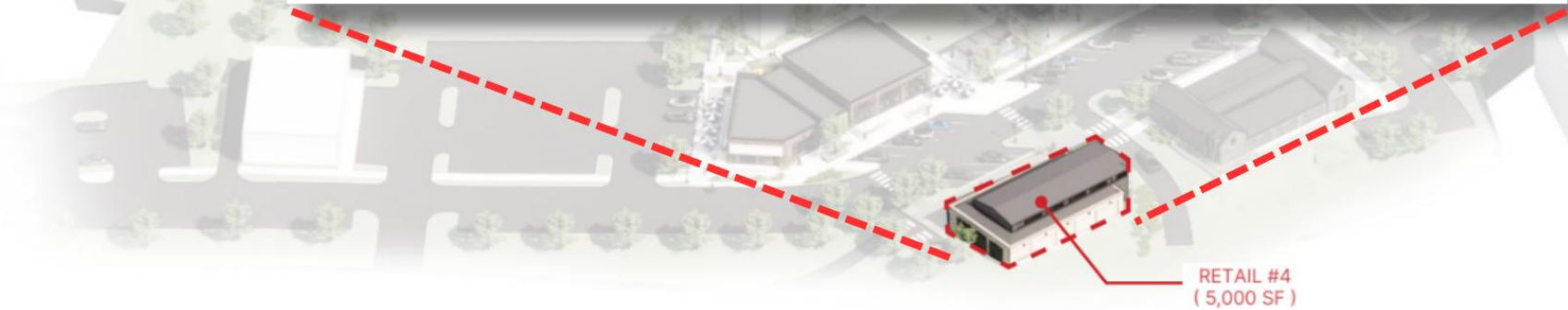
1ST FLOOR PLAN



SAUNTER ARCHITECTS

RETAIL #4 AXON + PRECEDENTS
VICTORIA DOWNTOWN WEST - PHASE 1

35



RETAIL #4
(5,000 SF)



SAUNTER ARCHITECTS

RETAIL #4 SITE PERSPECTIVE
VICTORIA DOWNTOWN WEST - PHASE 1

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RETAIL SPACE



RETAIL #4 RENDERINGS
VICTORIA DOWNTOWN WEST - PHASE 1



ACTIVATED EDGE WITH
FIXED SEATING AND DRINK
RAIL

FLEXIBLE PLATFORM

FLEX LAWN FOR VARIOUS
SCALES OF PROGRAMMING

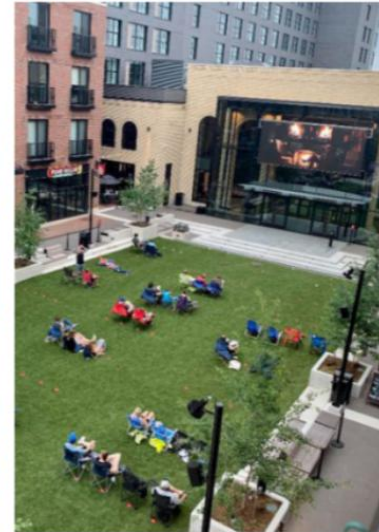
FLEXIBLE SEATING

TERRACED SEATING

FUTURE ACTIVATION ZONE
(TO BE DESIGNED IN
COLLABORATION WITH
CITY)

ACTIVATED EDGE WITH
TREES

ACTIVATED EDGE
WITH DRINK RAIL



CONFLUENCE



THE MUSICANT GROUP

PUBLIC PLAZA CHARACTER / INTENT

VICTORIA DOWNTOWN WEST - PHASE 1

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PUBLIC SPACE

DEMOGRAPHICS

Population (2025)

- 1 mile: **2,592**
- 3 mile: **18,882**
- 5 mile: **52,859**

Daytime Employees (2025)

- 1 mile: **500**
- 3 mile: **2,000**
- 5 mile: **13,500**

Avg Income (3 miles, 2025 est.)

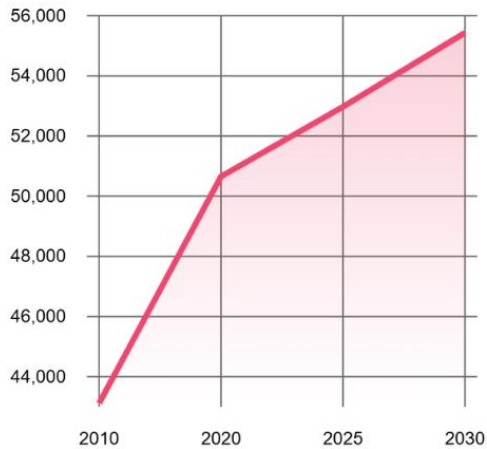
- **\$226,859**

Traffic Volume

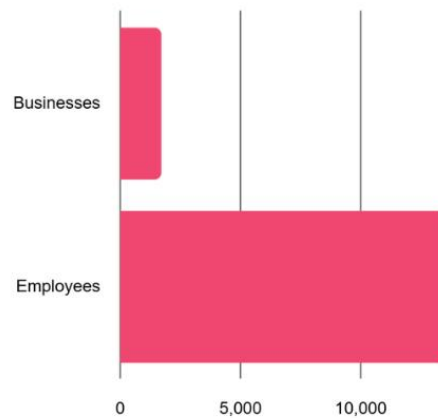
- Highway 5: **14,407** per day (2025)
- Highway 11: **4,104** per day (2025)



Population



Daytime Demographics



NEARBY RETAILERS



Floyd's Bar

Janie's Tacos



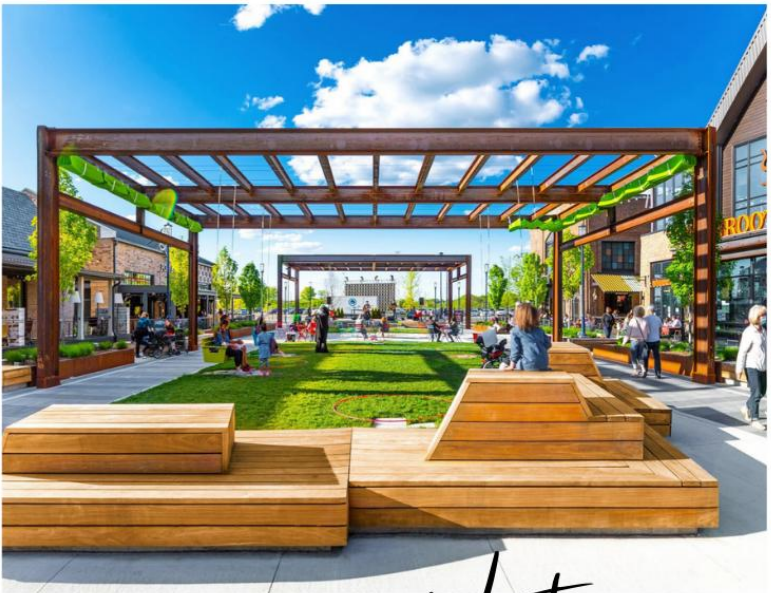
snap fitness 24/7

Vics Bar & Grill



CONFLUENCE

OVERVIEW CONTEXT MAP
APPROVED MASTER PLAN CONCEPT



Victoria
Downtown West



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