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Ad firm Fallon leaves downtown for North Loop

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Advertising agency Fallon has moved out of downtown Minneapolis and will open a new office in the North Loop.

Fallon parent Publicis Groupe signed a lease for 40,000 square feet in the renovated former Western Container warehouse building at 500 Third St. N. The space was formerly occupied by Arctic Cat before the motorsports company's new owner [moved the headquarters to St. Cloud](#) two years ago.

Paris-based Publicis Groupe will also use the offices its digital marketing marketing company, Publicis Sapient. The two groups combined will move 200 employees into the building, with Fallon accounting for 120 to 125 of them.

Fallon had been in AT&T Tower since 2008 and had to quickly move out as the owners [leased Fallon's space to Thrivent Financial Corp.](#)'s investment team. Fallon is temporarily working out of the Spaces coworking location in the North Loop's The Washington building.

CEO Rocky Novak said the decision to move out of downtown after decades was debated inside the agency.



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Fallon will move into the Western Container building, occupying the top four floors.

"We have been the downtown agency for so long," Novak said. "When we last made a move 11 years ago, being [in the core of] downtown made sense for all of the conveniences and amenities. But since then, the North Loop neighborhood has not just come to life, but it's built itself up. So for transportation and what's available in that neighborhood, it makes it a super viable option."

Novak added: "It's a young, killer neighborhood and it's time for a little bit of a change. Our workforce is so young and they are heavy bike commuters. It's so easy to get into the North Loop on bike. The building has everything from bike storage to showers and lockers."

Minneapolis-based Studio BV is designing the new office for Fallon, and Novak hopes to move in before the end of the summer to take advantage of the building's rooftop patio.

Novak said the building is in nice shape since Swervo Development renovated it just a few years ago. So the buildout will mostly be tailoring the spaces to Fallon and adding some things that the agency needs, like a sound booth, studio and conference rooms that feel more like living rooms than boardrooms.

That will allow more collaboration with Fallon's clients, which include Arby's, Hotwire, Comedy Central and Massage Envy, among others.

Novak said Fallon is growing, thanks to new clients, and the firm has 10 jobs posted with another five postings in the works.

"We have won five of our last six pitches and we are adding faces," Novak said. "We are in growth mode."

Cushman & Wakefield brokers [Paul Donovan](#) and [Jaclyn May](#) represented Fallon on its search.

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