

## Vision for sustainable living downtown



Rental rates for one-bedroom units at Sherbrook Flats start at \$965, including heat, air conditioning and water.

PHOTOS BY MIKE SUDOMA / WINNIPEG FREE PRESS

### Mixed-use building has 71 rental units, four commercial units

SOLOMON ISRAEL

**S**HERBROOK Flats, a new six-storey rental building on the east side of Sherbrook Street between Broadway and Portage Avenue, represents building designer Sotirios Kotoulas' vision for sustainable living in downtown Winnipeg.

"I feel like downtown is our future, definitely, and we did want to invest in downtown, and we did want to invest in a vision of a healthy, dense urban core," says Kotoulas, a Winnipeg-born architect who splits his time between New York and Winnipeg and designed the project in partnership with Cibinel Architecture as the local architect of record.

Kotoulas says his confidence in West Broadway was inspired by recent investments and new development in the area, especially initiatives undertaken by former University of Winnipeg president Lloyd Axworthy.

"The neighbourhood just kept on transforming, the people of West Broadway kept on investing in Sherbrook, there were more cafés, there were more shops, and so we really saw potential there. Osborne and Corydon had already been established, and Sherbrook was up and coming."

The building is owned by the Kotoulas family and managed by Akman Property Management. Sotirios' father, Alpha Masonry president Kostas (Gus) Kotoulas, bought the land at 267 Sherbrook St. around nine years ago. It had been a surface parking lot.

Sotirios Kotoulas says rents for the building's 71 units are comparable to rental prices for new rental buildings downtown, starting at \$965 for some one-bedroom apartments. (Heat, air conditioning and water are included, but renters pay their own hydro.) Tenants, including Kotoulas himself, started moving in this June, and the building is already half-full.

"I have to say that it is an incredibly diverse and wide range of people that are moving in," Kotoulas says.

"From professionals, recent graduates, students, medical students, doctors, health-care professionals, people who work for the military, a lot of design and tech, a lot of people in the creative industries. It really is a wide range."

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Kostas (Gus) Kotoulas bought the property at 267 Sherbrook St., where Sherbrook Flats now stands, around nine years ago.

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PHOTOS BY MIKE SUDOMA / WINNIPEG FREE PRESS

Tenants started moving in to Sherbrook Flats in June, and the building is already half-full.

The apartment units are bright and modern, with polished concrete floors and floor-to-ceiling windows. Amenities include ensuite laundry and a roof-top patio, as well as an underground parking garage and some outdoor parking stalls, with two spots for car-sharing vehicles from Peg City Car Co-Op. The building has fewer than one parking stall per unit — Kotoulas says he used long-form census data on transportation modes for the area to convince the city that local zoning rules requiring 1½ parking stalls per unit shouldn't apply.

"I was able to understand how people move around, and how people transport themselves around the city. And what you see is, almost 18 per cent walk to work. About eight per cent bike to work. About 33 per cent use public transit. So knowing that allowed me to really question the zoning laws in the area... The zoning was quite antiquated, and I would say it was really suburban."

The exterior of Sherbrook Flats is clad in local Tyndall stone limestone from Gillis Quarries, which Kotoulas hails as "the bedrock of our city." The structure was built of non-combustible materials, and designed with a focus on environmental sustainability and energy efficiency.

"For us, environmental sustainability equals economic viability, and the most sustainable building is the building that's built to last," Kotoulas says.

The Manitoba Masonry Association has installed sensors throughout the building, which will measure data like dew point, moisture levels and energy loss to see how the building performs over time.

Sherbrook Flats isn't just a residential building: the project includes four

commercial units at street level, one of which will be a commercial art gallery operated by Kotoulas and his girlfriend, New Yorker Karline Moeller. The remaining three spaces are still up for lease.

"It could be a wide range, anything from health care to office space to retail, to food and beverage," Kotoulas says. "It's quite flexible, there's really no limitation to the space, what can be there."

Kotoulas says his family's building has been welcomed by West Broadway residents who want to see more density in what he describes as a "really rich inner-city neighbourhood."

"It's culturally rich. You can go eat foods, and listen to languages, from any

part of the world. You can go to the Winnipeg Art Gallery, you can go to Plug In Institute of Contemporary Art within five minutes. You can catch an amazing lecture, or a concert at Good Will. It's awesome."

Signage throughout Sherbrook Flats is in three languages: English, French and Ojibwa.

"It's a 21st-century Canadian building, and I am a child of immigrants... I am the product of a Canadian dream, you know?" Kotoulas says. "And for me, the official languages of Canada must include an Indigenous language. We are all citizens of Treaty One."

solomon.israel@freepress.mb.ca  
Twitter: @sol\_israel



The exterior of Sherbrook Flats is clad in local Tyndall stone limestone from Gillis Quarries.

# Walmart revives defunct fashion label

MATTHEW BOYLE

WALMART'S quest to go up-market has taken the retailer to the streets of Manhattan.

The company has revived the defunct Scoop label and will position it as a private fashion brand, Walmart's online fashion chief Denise Incandela said in a statement.

Walmart's website and some stores will carry more than 100 items, including tops, shoes and handbags, priced from US\$15 to US\$65. Scoop's co-founder Stefani Greenfield, who launched the business in 1996, is involved in the brand's development.

The move is Walmart's latest attempt to spiff up its dowdy fashion business, which delivers higher profit margins than food and everyday staples but has never really caught fire. Scoop, which became a fashion destination during its heyday in the 2000s, could lend pizzazz to Walmart's aisles.

"Long considered a pioneer in boutique shopping, Scoop was beloved by fashionistas and celebrities on the hunt for up-and-coming designers or that

perfect piece to complete their look," said Incandela, a veteran of Ralph Lauren who joined Walmart in 2017.

The company's fashion push has included swapping out stale store brands for new ones, acquiring startups like Bonobos and Eloquii, and last year's partnership with department store chain Lord & Taylor.

Not all of the moves have hit the mark. ModCloth, an online fashion site tailored to young women that Walmart acquired in 2017, was recently put on the block. Apparel sales were soft last quarter, which Walmart chalked up to unfavourable weather, and its finance chief has said the company is working "with a great sense of urgency" to boost sales of apparel online.

Scoop's styles — which include certified vegan leather and metal studs — represent a departure for Walmart. In an era before Instagram, the brand developed a loyal following by promoting then-nascent labels like Rag & Bone and Stella McCartney, billing itself as "The Ultimate Closet."

— Bloomberg



SUPPLIED

Halo Top ice cream was created by chief executive Justin Woolverton in his kitchen in 2011.

# Halo Top ice cream company sold to Blue Bunny owner

LOS ANGELES — Two years after it became a bestselling grocery store pint, Halo Top ice cream brand is being sold to one of America's biggest frozen treat companies, Wells Enterprises Inc.

Wells Enterprises, based in Le Mars, Iowa, has signed a purchase agreement with Eden Creamery, the parent of the Los Angeles-based Halo Top brand. Financial terms of the deal were not disclosed. Wells Enterprises said in a news release that the acquisition is expected to be finalized this month.

"Halo Top disrupted the ice cream category by providing a high-protein, low-sugar, low-calorie dessert that gave consumers a reason to purchase ice cream as a treat again," said Mike Wells, chief executive of Wells Enterprises.

"Halo Top met a consumer need that no one else in the category was serving. We have the sales and marketing expertise, but more importantly, the passion to help grow this brand even further,"

Wells said.

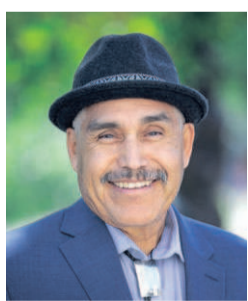
Halo Top chief executive Justin Woolverton, who was working as a lawyer when he invented the light ice cream in his kitchen in 2011, said other companies had been interested in the brand, but 106-year-old Wells "simply does things the right way — something that has been at the forefront for us when looking at potential acquirers."

"As Halo Top continues to mature, Wells' expertise in everything from operations, to managing brands, to making ice cream products for over a century will help Halo Top become an even better product and stronger brand," Woolverton said.

Halo Top customers shouldn't notice the transition once the sale is finalized, Wells said, adding that "consumers can expect the same quality ice cream and frozen treats from Wells along with no interruptions in service."

— Los Angeles Times

## THE UNIVERSITY OF MANITOBA CONGRATULATES



**DR. MICHAEL YELLOW BIRD**  
Dean, Faculty of Social Work

A CELEBRATED INDIGENOUS SCHOLAR in social work and Indigenous studies, Dr. Michael Yellow Bird has been appointed Dean of the Faculty of Social Work.

Dr. Yellow Bird brings his dedication to creating a new dialogue in decolonizing social work approaches, cultural rights and Indigenous peoples' health. He is the former Director of the Tribal and Indigenous Peoples Studies Program at North Dakota State University.

Internationally recognized, he promotes meditation, traditional mindfulness and contemplative practices—known as neurodecolonization—and inspires people to create positive thinking patterns that challenge oppression. His scholarly work is shared in several books, articles, community scholarship, program evaluations and reports.

We welcome Dr. Yellow Bird, his collaborative spirit and his deep commitment to Indigenous success to the University of Manitoba.



**DR. ANASTASIA KELEKIS-CHOLAKIS**  
Dean, Dr. Gerald Niznick College of Dentistry

PROMINENT WINNIPEG PERIODONTIST Dr. Anastasia Kelekis-Cholakis has been appointed Dean of the Dr. Gerald Niznick College of Dentistry.

In her 26 years of teaching, the University of Manitoba dentistry alumna and faculty member has enhanced the student experience, and introduced innovative teaching methods and technologies. She inspires others with her deep commitment to patient care and community engagement.

A global leader in her field, Dr. Kelekis-Cholakis has helped the world better understand how to avoid and treat dental implant complications. She has participated in international clinical trials and mission trips in Zimbabwe and Uganda. Dr. Kelekis-Cholakis is founder of several organizations, including the Women's Dental Network.

We are pleased to welcome this award-winning educator and accomplished researcher to her new leadership role in the Rady Faculty of Health Sciences.



**MS. LISA O'HARA**  
Vice-Provost (Libraries) and University Librarian

AN ACCOMPLISHED LIBRARIAN and researcher, Ms. Lisa O'Hara has been appointed Vice-Provost (Libraries) and University Librarian.

Throughout her tenure at the University of Manitoba, Ms. O'Hara has helped merge the pursuit of knowledge with new technologies. She has transformed how information is discovered and accessed in print and digital formats, to the benefit of all faculty and students.

Ms. O'Hara has been key in implementing collaborative, technology-based projects such as a cloud-based library system, mobile self-checkout and reserve kiosks.

As Acting University Librarian, she piloted an Indigenous cultural competency training model, which will now be expanded across the library system.

We warmly welcome Ms. O'Hara in her new role, and look forward to her continued innovative work in our community.