

Phoenix building nearly full

By Shaun Zinck szinck@beloitdailynews.com | Posted: Friday, January 2, 2015 4:00 pm

The lower level of the Phoenix Building in downtown Beloit is nearly all taken up with business tenants.

Rob Gerbtiz, chief operating officer of Hendricks Commercial Properties, said a new restaurant called Lucy's No. 7 Burger Bar is the latest business to have plans to move into the building along Grand Avenue.

The restaurant, which is owned by the Hendricks firm, will feature a variety of stuffed burgers including veggie burgers and salmon burgers, Gerbtiz said. Many of the ingredients for the menu will be bought locally.

"We're shooting to open the first weekend in March," he said, adding the place will be able to seat about 60 people. "Total square footage is about 2,400 square feet."

Gerbtiz said there was nothing too special behind the name, and those working on the project kept coming back to it. Burgers stuffed with cheese are often called a Juicy Lucy.

"And the No. 7 is for luck," he said.

The establishment will have an older feel to it much like other Hendricks-owned businesses such as the Ironworks Hotel and Merrill & Houston's Steak Joint, Gerbtiz said.

"The kitchen is open so people can watch the chefs work," he said.

Lucy's joins two other businesses in the Phoenix Building including Flying Pig shaved ice and Rick Wells, Ltd., an advertising and marketing firm.

Rick Wells was the first business to move into the building when it opened at the beginning of 2014, and Flying Pig opened in November.

Gerbtiz said Hendricks is in negotiations with another restaurant that would occupy the remaining space in the Phoenix Building. He said he hoped to make an announcement on the new business later this year.

About 21 of the 27 apartments on the upper three floors of the building are now occupied, Gerbtiz said. The apartments are one or two bedrooms, and feature stainless steel appliances and granite countertops.