

Second restaurant chosen for South Market District

By: Robin Shannon, Reporter September 18, 2014 0

The owners of an Uptown restaurant are planning a second location as part of the new South Market District development.

Magasin, which has been at 4201 Magazine St. since 2011, will open another location early next year in the Paramount, an apartment building that's part of the first phase of the \$200 million development. The entire Domain Cos. project spans four blocks along Loyola Avenue.

The new location at 611 O'Keefe Ave. will be on the Girod Street side of The Paramount, the first of three buildings already under construction. The \$48.4 million structure, by O'Keefe Avenue and Girod, South Rampart and Lafayette streets, will include 200 apartments and 22,000 square feet of retail space. Preleasing for the rental units, which are set to open later this year, is underway.

Magasin will feature an exposed kitchen. Customers will order from the counter and dine inside or at outdoor seating along Girod Street, which will be the heart of the residential, retail and restaurant development.

"I'm proud to bring Magasin Kitchen to South Market's residents and visitors," owner Kim Nguyen said. "Creating the menu came naturally to me, but Magasin Kitchen's concept goes beyond just fresh, healthy food. We're introducing a sustainable restaurant that features local and seasonal produce, and embraces green design and practices."

Nguyen said the restaurant has enlisted Spruce Interiors & Design Studio, a New Orleans-based business that specializes in sustainable design using recycled elements and environmentally friendly products. The kitchen's interior concept will feature clean, modern lines and use natural materials, fixtures and finishes.

LSArchitecture PLLC of Mandeville is the architect.

Magasin is the second restaurant to be announced as part of The Paramount. The restaurant blog Eater reported earlier this month that Los Angeles-area chain Blaze Pizza will bring a location to the building. It is expected to open next month, around the time that residential units will be made available.

A \$285,000 build out is planned for the Blaze Pizza site.

The entire \$200 million South Market project will include 700 new apartments and 170,000 square feet of retail space. Along with The Paramount, the Domain Cos. also started work on a \$21.3 million building called The Park, which comprises a 435-space public parking garage, a 2,200-square-foot public plaza and more than 30,000 square feet of retail space.

The Beacon, a \$25 million building with 114 apartments and 20,000 square feet of retail, will start construction by the end of the year.

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