



COURTESY OF ROY SOLOMON

A preliminary rendering of the Tin Can Alley project slated for development by Green Jeans Farmery owner Roy Solomon.

# Food, brews, climbing on tap for Alameda area

## Roy Solomon unveils plans for 5-acre development

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**T**he guy behind the Green Jeans Farmery, the innovative shipping-container development near Carlisle NE and Interstate 40, is on to his next commercial project, which he describes as a future destination spot featuring noteworthy players from the town's restaurant and brewing community.

Citing nearby businesses and residential communities as the potential customer base, Green Jeans owner Roy Solomon recently purchased five acres at Alameda and San Pedro for a development that will have a strong food focus. Already committed to the project is restaurateur Erin Wade of Vinaigrette and Modern General fame, who will set up shop with a "new concept" at the site, as well as restaurateurs expanding to second stores beyond their current Green Jeans location. Opened nearly four years ago, Green Jeans is a multiple-option destination of eateries, confectioneries, adult drinkeries,

shops, plazas and places to hang out, said Solomon.

He said he'll subdivide the Alameda project into four parcels. One is earmarked for Wade to open a standalone eatery and another will house a Stone Age climbing gym.

Smack in the middle will be Solomon's baby called Tin Can Alley, anchored by Santa Fe Brewing Co., which also has a location at Green Jeans.

With suds in hand from Santa Fe Brewing, customers can then purchase grub from eight to 12 purveyors Solomon expects to recruit for an indoor food market, which he said will be about 11,000 square feet in size. There, they can dine at communal tables inside, on several patios or on Tin Can Alley's rooftop, another 8,000 square feet, which will be handicap accessible. Some of the construction materials also will feature recycled shipping containers.

Tenants coming to Tin Can Alley include Green Jeans alums Amore Pizzeria, Rustic on the Green Burgers and Nitro Creamery, according to Solomon. Also doing

business at the food emporium will be a Vietnamese-style eatery called Pho Cup, Guava Tree Cafe and "something incredibly cool which I can't announce yet," Solomon added.

"We'll have double the amount of parking than we did at Green Jeans," said Solomon, referring to 330 parking spots projected for the site.

He said all the food-oriented spots should prove popular with the lunch crowd near the Alameda corridor, folks grabbing food on the way home to the West Side or neighbors wanting to hang out on the weekends. Other than fast-food joints, there's very little in the way of "quality" food providers in the area or recreation-oriented outfits like the climbing gym, said Solomon.

Solomon, who said Tin Can Alley still is in the conceptual phase, was unable to estimate final construction costs.

A ground breaking at the site is scheduled for Oct. 22, when more details about development partners, tenants and the build-outs will be announced.