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# Fast-growing developer Green Street to acquire St. Louis interior design firm O'Toole Design Associates

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A division of developer Green Street Real Estate Ventures on Monday said it is nearing a deal to acquire interior design firm O'Toole Design Associates as part of an ongoing strategy to enhance in-house services as it expands nationwide.

Under the deal, St. Louis-based O'Toole would become part of Green Street Building Group, a division of the developer that launched in 2019 to focus on new mixed-use, multifamily and hospitality projects. Founded in 1994 by [Michelle O'Toole](#), the firm employs seven and ranks [No. 14 on the Business Journal's list of largest local interior design firms](#).

In a news release, Green Street said the deal, which is expected to close in the next 30 days, includes O'Toole's operations in both St.



GREEN STREET ST. LOUIS

Michelle O'Toole founded O'Toole Design Associates in 1994. On Monday, St. Louis developer Green Street said it was nearing a deal to acquire the interior design firm in a deal that would close next month. "

Louis and Denver, and will deepen the interior design services the firm currently offers.

The firms are no strangers to each other. Paul Giacoletto, head of the Green Street Building Group, in a news release said he's known Michelle O'Toole for more than 30 years. And one of the O'Toole firm's most recent projects include Green Street's new headquarters in The Grove, where the firm will relocate in October after years in Clayton. Other recent projects that involved O'Toole are the Cosmos Corp. headquarters in St. Peters; The Factory in Chesterfield; Jewish community centers in Omaha, Kansas City and Scottsdale, Arizona; and World Wide Technology's office in Washington, D.C.

The acquisition comes about seven months after Green Street acquired HDA Architects, one of St. Louis' largest architecture firms.

Both deals serve a similar purpose: by integrating construction, architecture and interiors under the same umbrella, Green Street believes it can not only better serve its own projects, but also third-party clients in multi-family, corporate, hospitality and senior living sectors. That also fuels the firm's ongoing efforts to boost its national pipeline of projects.

"The relationships that we have developed through the years with our clients are the foundation of O'Toole and always will be," O'Toole said in a news release. "This move changes none of our past — but allows us to focus on what we do best and to continue to grow into new markets in the future. We are really looking forward to working with Paul and becoming part of (Green Street Building Group)."

In addition to the Green Street headquarters project, Green Street Building Group is building two other notable local projects: the 300-unit Terra At the Grove multifamily project at 4500 Swan Ave., and Union At The Grove, a \$40 million workforce housing project that encompasses six buildings within The Grove neighborhood. Both projects are slated for a mid-2022 complete date.

Earlier this month, Green Street said it was planning two apartment towers — each with more than 250 units — totaling about \$160

million near its redevelopment of the Armory in Midtown. Green Street in December pivoted the Armory redevelopment from an office-centric project to one focused on entertainment with Rec Hall, a gaming and dining concept, set to open there.

**Erik Siemers**

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