

about 15,000 square feet. The retailer, which operates about 650 stores in 44 states, offers the Backstage concept in 55 stores. But the chain plans to open an additional 100 Backstage locations this year, including the new Maryland locations. The Annapolis Macy's, a key location for the chain, is part of its Growth 50 initiative. That store and 49 others within the group stand to get investments in fixtures and facilities and in-store technology and more attention to marketing and community engagement.

— Lorraine Mirabella

• Tru Hotel planned for Little Italy in 2019

Adding to the stock of hotels in Baltimore, Holladay Properties plans to build a Tru hotel near Little Italy that aims to cater to millennial travelers. The Indiana-based developer plans to build the 140-room hotel, Maryland's first Tru, a Hilton brand, in the 400 block of Central Avenue on an existing parking lot. It would open in fall 2019 if all goes as planned. Officials are seeking

approvals this week from the city's architectural review panel, part of the planning process. A building on the site will remain and continue to house Groove Commerce and Clark Burger, a burger and fries place that the developers consider a convenient bonus for hotel guests. "It's a millennial brand, really geared to young people," said Austin Haynes, senior vice president for development for Holladay Properties. "It aims to get people down to the lobby." That means that there will be smaller, more affordable rooms, priced about 10 percent to 15 percent below average for a traditional hotel in the city. Amenities in common areas include pool tables and beer and wine. Haynes said there is still demand for more hotel rooms in the city, where many smaller and mid-sized hotels have opened in recent years. Haynes also said the development company sees other commercial opportunities here and considers the city's development process smooth, so it's considering pursuing other projects and opening its own regional office. The next closest office is in Richmond.

— Meredith Cohn

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