



MARKETING MINUTE

July 2015

Welcome to July and the third newsletter from the Community Development Team. Summer is upon us and with summer comes projects. If you haven't driven through the New Richmond Business & Technical Park, please do so, you will see two new buildings and an expansion on Madison Avenue. You will also see a new building going up behind Maurices. This is a professional building called WH St. Croix Station (see the groundbreaking picture below). If you are traveling behind the Kwik Trip building on Doman Drive you will see the very large addition of Croft Apartments. Croft Apartments will have 52 apartments ranging in size from one to four bedrooms.



The Building and Zoning office is busy issuing permits and doing inspections. If you need a building permit, which you do for an addition, fence, inside remodel, or deck, you can go to our website, www.newrichmondwi.gov, under departments, Building and Zoning and you can complete the application and pay online! Under that same tab you will find handouts on decks, irrigation, both the Zoning and Subdivision Ordinances, and contact information for our inspectors. As long as we are talking about the City's website, make sure to like us on Facebook and follow our tweets! Enjoy the warm weather.

-Beth Thompson, Community Development Director

Gold Shovel Ready!

The City of New Richmond is excited to announce that seventeen properties in its Business and Technical Park have received Gold Shovel Ready designation from Momentum West, a regional economic development organization serving ten counties in northwest Wisconsin. The sites are in TID #6, which is located



primarily to the north of West Richmond Way and also along Madison Avenue. In collaboration with the Wisconsin Economic Development Corporation, Momentum West offers a Gold Shovel Ready sites certification program that assists in packaging and marketing development-ready land to site selectors and business owners looking to relocate or expand. Gold Shovel Ready certification is an

incentive for businesses looking to move quickly on constructing a new facility, as a single, useable package of information can shave months off a development schedule. Businesses can better compare and contrast their opinions and reduce uncertainty, saving time and costs. City staff submitted an application and extensive supporting materials to Momentum West in early June. After being reviewed by the West Central Wisconsin Regional Planning Commission, the City of New Richmond was notified on July 8th that its application and supporting materials were formally approved. The seventeen sites in TID #6 will now be entered in the State of Wisconsin's "Locate in Wisconsin" property database and flagged as being Gold Shovel Ready. We believe this new designation will give prospective buyers yet another reason to consider locating and creating new jobs in New Richmond's amazing Business and Technical Park!



Come Grow
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Downtown Parking Signs

This spring, City staff, and a subcommittee of the Economic Development Commission, started working together on a plan to improve the City's downtown parking signage. It's very important that visitors to downtown New Richmond have conveniently located and easy-to-find public parking. Currently, there are approximately 539 municipal parking spaces in downtown, including parallel and diagonal roadside parking and three off-street parking lots. A recent study concluded that on average, only about 37 percent of these public parking spaces are occupied on weekdays. This suggests that downtown parking is plentiful, and that people simply need to be made aware of its location and availability. With this in mind, the twelve existing downtown public parking signs were assessed. Given their age, small size, and traditional white background and green lettering, the current parking signs can easily fade into the background, making it difficult for downtown visitors to locate public parking lots. City staff is currently working with a sign company to design new downtown parking signs. While the final design has yet to be determined, current proposals suggest blue and green colors consistent with the colors used in the City of New Richmond's logo. The signs will include a protective overlay finish that protects them from sun exposure and precipitation. Later this summer, the Economic Development Commission will make a recommendation to the City Council regarding the signs, and the purchase order will be completed after receiving City Council approval. Based on the current timeline, it is expected that new signs will be installed by City staff sometime in late August or early September. We look forward to this much-needed aesthetic improvement!



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Featured Land

In this edition we are featuring a lot on the north side of the City with premium main street frontage. The lot has City electric, water, and sewer services available. With our newly reduced Impact Fees and TIF incentives this lot is a great investment.

Parcel ID #261-1212-70-200

Lot size: 1.99 Acres

Available at: \$6.50 per sq. ft.

Zoning: Z6 Central Business/
Planned Unit Development

If you are looking for an opportunity to build your business in a prime business location, please contact Karl Skoglund at 715-246-4767 or kaskog@frontiernet.net



Compost and Recycling

The City of New Richmond offers opportunities for citizens to roll up their green sleeves and get involved with recycling and compost.

From the Civic Center you can purchase 18 gallon open top recycling bins which can be used for glass, plastics, aluminum, paper, waste oil, automotive batteries, and cardboard. All materials must be secured and disposed of properly within the bin.

The City also offers a compost site for it's residents to haul their own leaves and brush from April through mid November. Hours are 8:00 am to 3:15 pm Monday through Friday and 8:00 am to Noon on Saturdays (Closed Sundays).

The compost site is located at:
1935 115th Street.

If you have any questions on recycling or use of the compost site, please call the City offices at 715-246-4268 or stop on by to pick up a handout with all the needed information!

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