



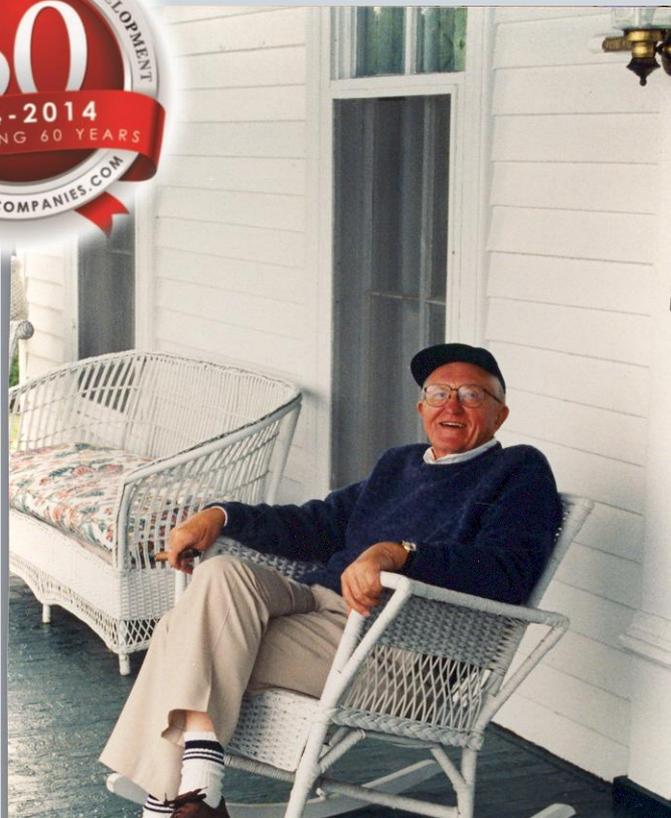
GERRARD DEVELOPMENT/ GERRARD CORPORATION

TO THE CITY OF NEW RICHMOND, WI

Thank you for the opportunity to introduce ourselves to you, and to present our potential project for New Richmond, Wisconsin.

OCTOBER 17, 2019

OUR HISTORY, Gerrard Development / Gerrard Management



- Gerrard Realty Corp. founded in 1954 by M. William Gerrard.
- Over 65 years in the Real Estate Brokerage Business.
- Developers of Multi-Unit Housing for Seniors, Young Professionals, Families and Students.
- Commercial Office, Retail, Mixed-use Buildings and Urban infill developments.

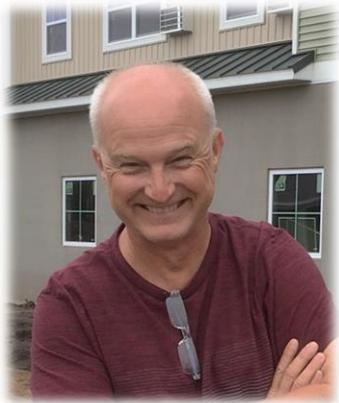


Peter T. Gerrard
Gerrard Corporation/Gerrard Development LLC



Paul A. Gerrard
Gerrard Corporation/Gerrard Development LLC`

Project Leadership Team

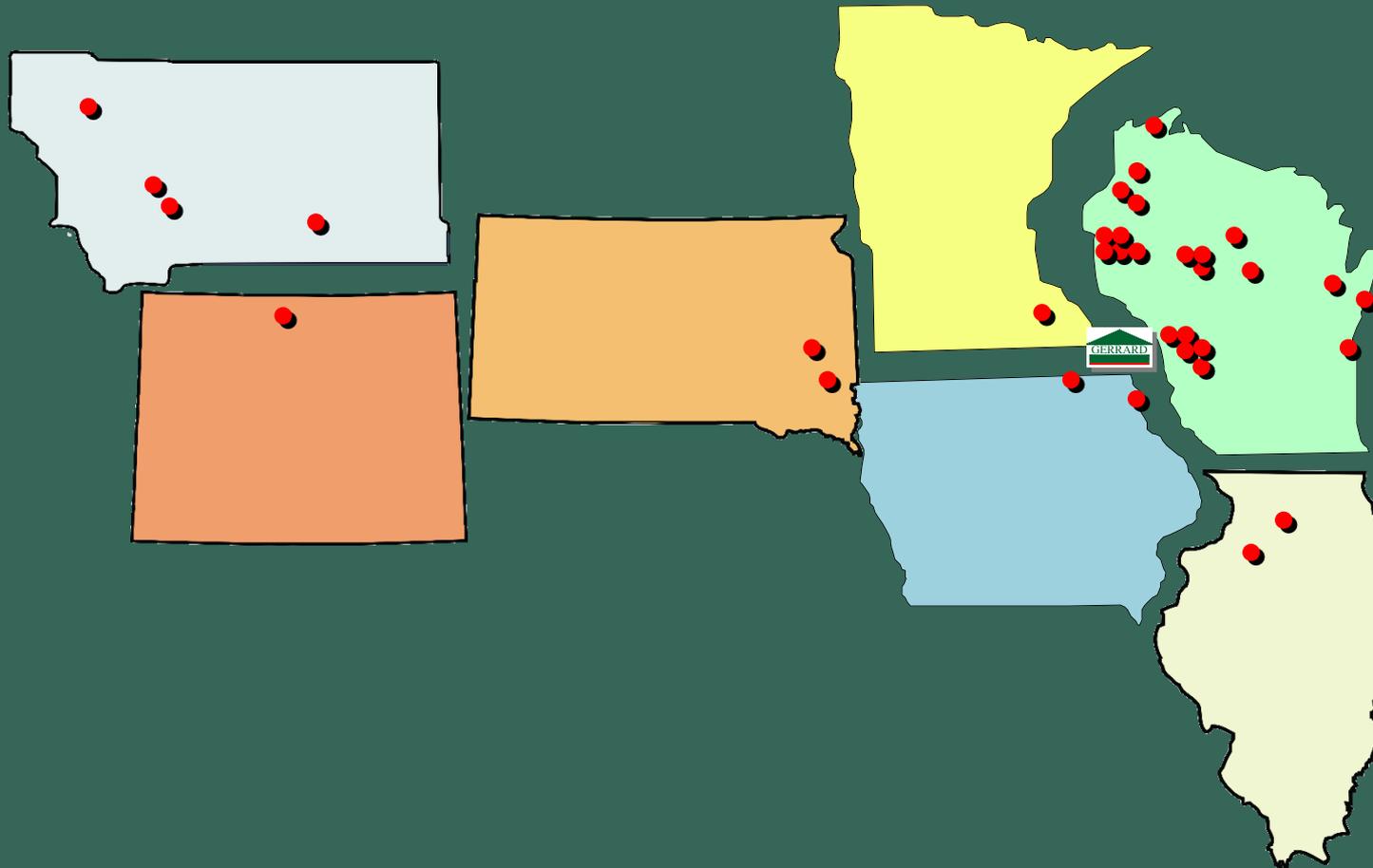


Brad Kortbein
Cornerstone Architects, LLC
Architect and Construction
Project Manager



"Uncle" Leo Dolle
Gerrard Development, LLC
Construction Superintendent

The Following Portfolio of Developments is spread over Seven States:



Home Office

Michael Heights
420 5th Avenue South
La Crosse, Wisconsin



DESCRIPTION:

Mixed use 42 unit senior housing downtown infill site with ground floor commercial office space with enclosed ground floor parking. Commercial space totals 6,200 square feet.

Gateway Terrace

100 N. 6th Street
La Crosse, Wisconsin



DESCRIPTION:

Mixed use, luxury residential condominium development downtown infill with ground floor commercial office space with enclosed ground floor parking garage.

The Avenue

101 N. West Avenue
La Crosse, Wisconsin



DESCRIPTION:

12 unit student housing building in urban revitalization infill site adjacent to campus. The initial development lease of the building was to the University of Wisconsin LaCrosse.

University Point

717 Maria Drive
Stevens Point, Wisconsin



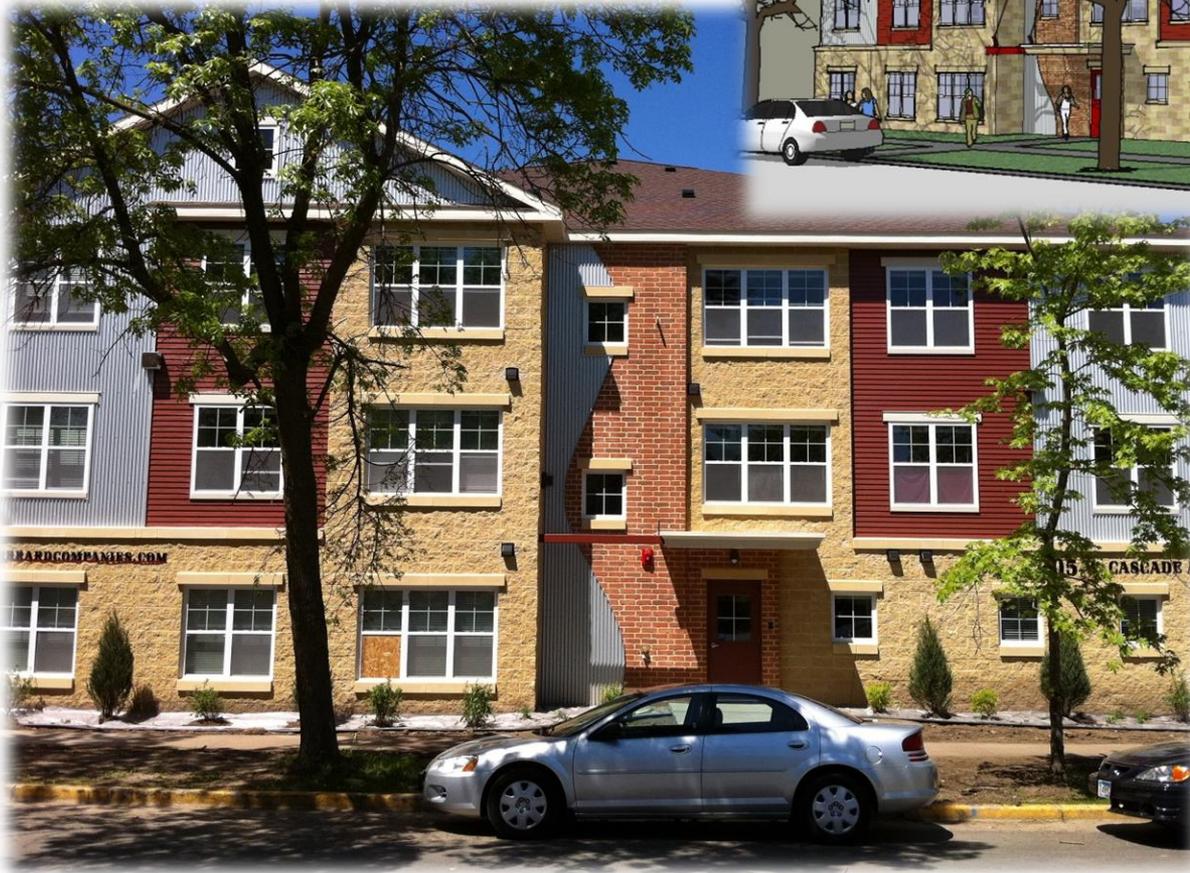
DESCRIPTION:

18 unit student housing building in urban revitalization infill site. City's participation included a new TIF district directly adjacent to the University of Wisconsin Stevens Point.



University Falls

205 W. Cascade Avenue
River Falls, Wisconsin



DESCRIPTION:

Two 12 unit student housing buildings in urban revitalization infill site. City's participation included a new TIF district adjacent to the University of River Falls.



Metropolitan Market Place

515 First Ave SW
Rochester, Minnesota

DESCRIPTION:

The 106,300 square foot, 5 level building is composed of 3 floors containing 62 housing units over the street level Peoples Food Coop Grocery Store (26,000 square feet) supported by a basement parking garage. This project is a mixed-use, infill re-development of three fourths of a city block.



METROPOLITAN
MARKET PLACE

THE PARK in Kutzky Neighborhood

Recently Completed Project

8-1/2 Avenue NW

Rochester, Minnesota



DESCRIPTION:

Street Level Main Entry. 90 unit housing on a downtown infill site with ground floor Community Commons and enclosed basement level parking for 62 vehicles.

Dancing Oaks

Menomonie, Wisconsin

DESCRIPTION:

One and two bedroom affordable townhome style apartments in a four-plex configuration.



Grand Central Plaza

1300 Weeks Avenue
Superior, Wisconsin

DESCRIPTION:

Mixed use 50 unit senior housing on a downtown infill site with ground floor community center and enclosed ground floor parking for 42 vehicles.





The Maxwell

Completed 2018
2000 Maxwell Drive
Hudson, Wisconsin



DESCRIPTION:

Completed October 2018, this mixed use project contains 36 apartment units and 2,500 square feet of gross leasable area. Under building parking is provided for residents in addition to community amenities such as a theater room and community room.



THE MAXWELL
HUDSON, WI

THEMAXWELLWI.COM



Abbey Grove

Completed June 2019
North Hudson, Wisconsin





Abbey Grove

Completed June 2019
North Hudson, Wisconsin

BUILDING TWO FRONT



The Depot & City Station

Currently under construction, November 2020
Market Rate and Senior Housing Project
River Falls, Wisconsin

DESCRIPTION:

Depot - Mixed Use, 50 Unit Affordable senior housing development.
City Station - 24 Unit, Market Rate housing



BUILDING SCHEMATIC IMAGE

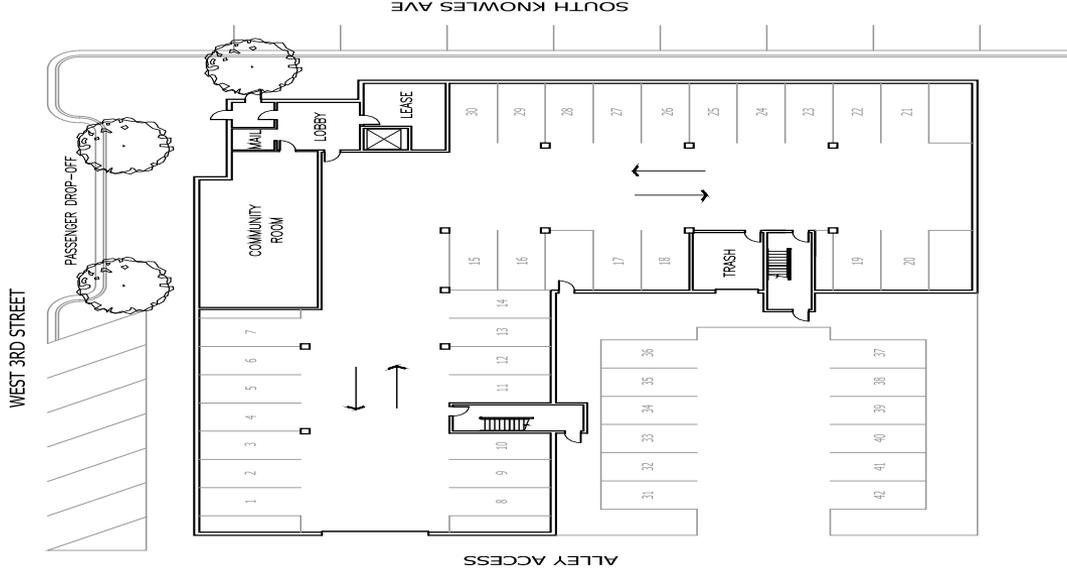


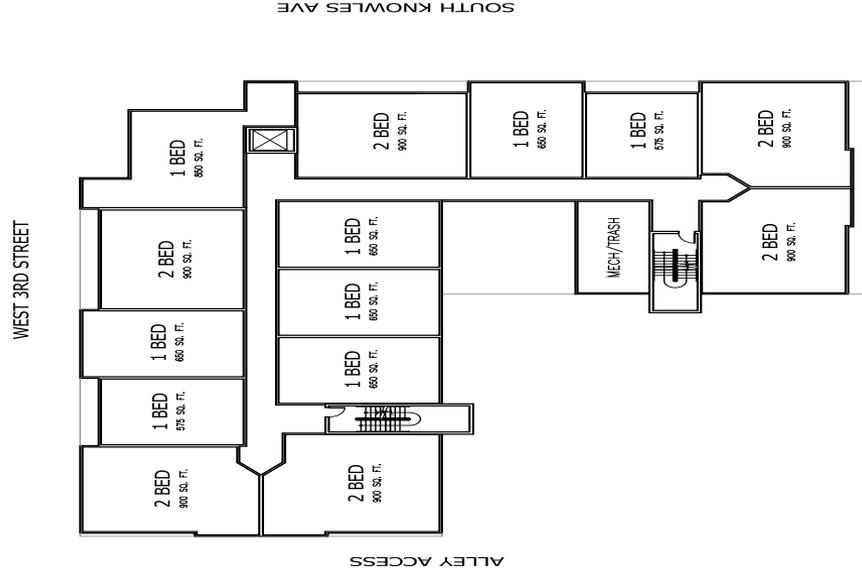
Residential Units:

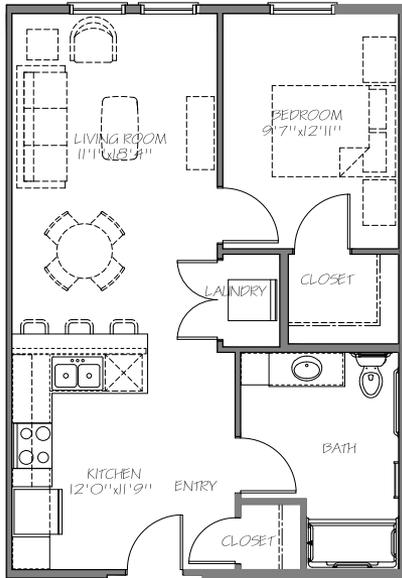
24 one bedroom
18 two bedroom
42 units

Total Parking Stalls: 42 parking stalls

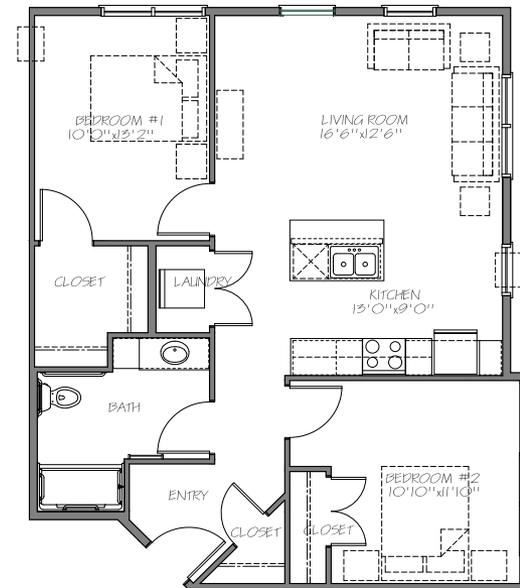
FIRST FLOOR: 15,000 s.f.
SECOND FLOOR: 13,500 s.f.
THIRD FLOOR: 13,500 s.f.
FOURTH FLOOR: 13,500 s.f.
TOTAL BUILDING SQUARE FOOTAGE: 55,500 s.f.







Typical One Bedroom floor plan – 700 sq. ft.



Typical Two Bedroom floor plan – 900 sq. ft.

2019 Preliminary Apartment Proposal

Type	Number of Units	Square Footage	Rent	Maximum Income – One Person	Maximum Income – Two Person
One Bedroom	24	700	\$525 - \$925	\$42,000	\$48,000
Two Bedroom	16	900	\$975 - \$1,250	\$42,000	\$48,000

Individual households in this facility could have more than \$1M in assets and still qualify to live here.

Why Gerrard Corporation?

- Diversity of Expertise
- Practice long-term thinking and planning
- Show honesty and integrity in all of our relationships
- Responsive
- Cooperative
- High Energy



Thank you!

