

Questions / Answers from the Community Meetings held Oct. 17, 2019

Gerrard Corporation Proposal Development of the Beebe Property

1. Does Gerrard Corporation manage its own properties?

Yes. The Gerrard Corporation manages their own properties. At properties that are out of their service territory, they have engaged other third-party managers. Gerrard would have onsite managers at this location. Gerrard Corporation is actively engaged in day-to-day operations and visits these properties at a minimum of once a month.

2. What are the rent and eligibility requirements?

The facility would consist of over 40 housing units for ages 55 or better, with several amenities and community space, as well as on-site parking.

Individuals must prove that they have the means to pay rent. Gerrard Corporation conducts income certification and they are also reviewed by a third party accounting agency for accuracy. Individuals without the means to pay rent will be unable to reside at the property. This property will have a few units set aside for disabled American veterans who meet the targeted income guidelines. Individual households in this facility could have more than \$1M in assets and still qualify to live here.

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

3. Are individuals required to submit income verification on an annual basis to continue to reside in the property?

The Gerrard Corporation recertifies income on an annual basis.

4. Does this proposal incorporate sustainable energy practices such as solar in the building?

Yes. The Gerrard Corporation incorporates sustainable building design practices into its buildings and would consider several sustainable practices in the redevelopment of the Beebe property. The Gerrard Corporation has included solar panels, along with other energy conservation measures in previous projects.

5. Would the Gerrard Corporation’s proposal include a community room for residents to use?

Yes. The Gerrard Corporation’s proposal would incorporate a community room that could be used for programs, holiday parties, etc.

6. What is the oldest building that the Gerrard Corporation still owns and manages?

The Gerrard Corporation owns and manages a property in La Crosse, WI that is 18 years old.

7. Will the proposed building have a basement?

No. In this particular development, there would be ground floor parking and apartments on levels 2, 3, and 4.

8. Is there a special place for the residents to go for an emergency?
Yes. Even though the building does not have a basement, there would be a designated location for residents to go during an emergency.
9. What is the projected construction cost of the proposed building?
The cost of the project is estimated to be \$8,000,000.
10. Will the Gerrard Corporation's proposed rent amounts change after their market study is completed?
The rent amounts should remain fairly close to the estimates provided in the PowerPoint, but could change based on actual construction costs and annual Consumer Price Index (CPI) changes.
11. Do the rents change each year?
Rent can change based on income changes or inflationary changes associated with the cost of living.
12. Have tax credits been awarded to the Gerrard Corporation for this project?
No. If Gerrard Corporation is awarded the project by the City of New Richmond, the Gerrard Corporation intends to apply for tax credits in late 2019.
13. Is there any way that the Gerrard Corporation could utilize the current building?
Based on Gerrard Corporation's research and estimated development costs, they would not be able or willing to utilize any portion of the current building.
14. Has the Gerrard Corporation considered other types of housing for this project, such as condos for young professionals?
The Gerrard Corporation is not proposing this type of housing, as they would not be able to receive tax credits as they otherwise would for senior apartments. Without the tax credits, the Gerrard Corporation believes that market rate housing would not be financially sustainable, at this scale, in New Richmond.
15. Is the Gerrard Corporation's proposal consistent with the City of New Richmond's Comprehensive Plan?
The proposed development is consistent with many of the goals and policies identified in the City of New Richmond's Comprehensive Plan, several of which are listed below:

Promote the development of non-traditional housing types, such as apartments, townhomes, and smaller single-family detached homes for empty nesters and smaller households that may desire smaller units and perhaps less maintenance.

Support provision of housing types and services that encourage independent living for elderly people. Such housing types and services include apartments, townhomes, and cooperatives, as well as accessory apartments, shared housing, and personal care homes.

Support the development of new higher density, multiple-family housing in locations with convenient access to basic services, including stores, restaurants, community services, and parks.

Support the development of additional housing in and near downtown so residents are close to retail, services, and amenities.

Support revitalization of historic and traditional New Richmond housing, particular in the historic downtown New Richmond area, for its historic small town character and identity, and also for the economic benefit of a solid population support base proximate to downtown businesses.

Partner with regional, state, and federal agencies; nonprofit groups; and the private sector to provide quality, affordable housing and support elderly remaining in their homes.

16. How has the City of New Richmond informed and engaged the public about this project? How did the City go about contacting interested buyers and/or developers for the property?

In January of 2019, the City of New Richmond issued a request for qualifications (RFQ) for developers interested in presenting a viable design and redevelopment concept for the Beebe Building. The RFQ was published online and sent directly to over 100 developers. Five developers initially responded to the RFQ in the spring. A full page of the City's spring newsletter, which is mailed to every household in the City, was devoted to the redevelopment of the Beebe Building and called for volunteers interested in being part of the process. An online survey was made available in early May to provide the public with an opportunity to share their ideas about the downtown and northside redevelopment. First and second interviews were held in May and June with members of the City Council, Forward New Richmond, and City staff. Over the summer months, the three developers provided detailed financial information. Two developers withdrew their proposals in September. In keeping with "The New Richmond Way," public engagement and transparency have been priorities throughout this process. The City of New Richmond has provided information and frequent updates through its website and social media platforms, and also developed podcasts to provide the public with additional information about the proposals and the City process. City staff have met individually with many downtown business owners, and two public presentations were made in October by the Gerrard Corporation.