



MEMO

Prepared for: Forward New Richmond
Staff Contact: Beth Thompson, Mike Darrow, Noah Wiedenfeld, Rae Ann Ailts
Meeting: Forward New Richmond - 25 Oct 2019
Subject: Redevelopment Proposal for 307 South Knowles Avenue

BACKGROUND INFORMATION:

COMPREHENSIVE PLAN

The City of New Richmond's Comprehensive Plan outlines the vision of the New Richmond community for how the area will evolve and change over the next twenty years. The overall goal of the plan is to outline a "roadmap" that will maintain New Richmond as a healthy, functional, and desirable place to live and work. The plan identifies several goals and policies related to the revitalization of downtown and the development of life-cycle housing, which should be given careful consideration when considering the redevelopment of the Beebe Building, and were evaluated during the interview process. These goals and policies include:

DOWNTOWN GOAL: Revitalize our downtown to enhance its historic character, recapture its economic and social vibrancy, and strengthen its unique sense of place as a traditional downtown that integrates commercial, civic, employment, residential, and recreational activities.

DOWNTOWN - SUPPORTING POLICIES

Land Use

- Encourage a mix of complimentary land uses in downtown that provide vital functions and keep downtown active with people throughout the entire day, seven days a week
- Strengthen downtown as the center for community services for the City.
- Encourage the addition of higher density housing as part of vertical, mixed-use buildings or multi-story housing projects for all incomes and age groups as a component of downtown redevelopment and reuse projects.
- Promote downtown as a premier location for business development.
- Encourage retail business expansion in downtown or contiguous to it in order to preserve and strengthen downtown as the commercial core in New Richmond.

Sense of Place

- Preserve and strengthen downtown's role as the community and regional destination for commercial, social, and cultural venues and activities.

- Design and implement a system of downtown signature parks and plazas that offer passive and active spaces for gathering, resting, or simply an attractive visual experience.

Design

- Encourage future parking areas to be located as part of shared parking lots or structures behind or to the side of buildings on Knowles Avenue and preserve the storefront character.
- Strengthen the relationship of the downtown to the Willow River.
- Explore opportunities to incorporate public art, and historical and cultural interpretation to enhance the downtown.
- Expand the connections and amenities to downtown for pedestrians and bicyclists, particularly from regional and City-wide trails (i.e. designated bike lanes, bike racks, benches).
- Improve downtown's streets, sidewalks, and properties to be comfortable, safe, and attractive for walking.
- Strengthen gateways into downtown and the streetscape character of Knowles Avenue.

Historic Preservation

- Encourage the preservation and rehabilitation of downtown's historic structures.
- Support infill and redevelopment that is consistent with the historic character of downtown.

HOUSING GOAL: Encourage preservation and development of a wide variety of housing options to retain and attract a diverse mix of people and families of all ages, life-cycle stages, household sizes, and socioeconomic circumstances in all geographic areas of the City. The City's future housing options should include a broad mix of housing style, size, price, and maintenance level options.

HOUSING - SUPPORTING POLICIES

- 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.
- Encourage the adaptive reuse of existing buildings for housing.

- 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.

PROCESS TO DATE

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. First and second interviews were held in May and June with members of the City Council, Forward New Richmond, and City staff. The original pool of five was narrowed to three developers for consideration. Over the summer months, the three developers provided detailed financial information. Ehlers, Inc., the City's financial advisor, presented the findings of their financial review in September to Forward New Richmond and the City Council. Two of the three remaining developers withdrew their proposals in September, leaving one developer for consideration - the Gerrard Corporation. A representative from the Gerrard Corporation delivered two presentations in October (lunch meeting at Mallards, and an evening presentation at the Champs Greaton Room) to discuss their proposal with the community and answer questions. Personal invitations to the presentations were extended to downtown business owners, and the presentations were also promoted on the City's social media platforms, podcasts, and at Chamber Coffee.

THE NEW RICHMOND WAY

In keeping with "The New Richmond Way," public engagement and transparency have been priorities throughout this process. 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. During the interview process, members of Forward New Richmond and the City Council reviewed the project proposals for the Beebe Building according to the goals and policies identified in the **Comprehensive Plan**, a planning document which was developed through the efforts of several citizens who devoted hundreds of hours towards creating a future vision for the community. Regular **week-in-review updates** were provided to the local media and key stakeholders. In August, City staff published a two-page **summary and podcast interviews** with each group to provide the public with an opportunity to learn more about each of the final three proposals. The three proposals were also highlighted in a **newspaper article** by *The Star-Observer* published in August. City staff met with the Executive Committee of the **Board for the New Richmond Area Chamber of Commerce** and scheduled **one-on-one meetings with ten downtown business owners** in October. A frequently asked questions (**FAQ**) **handout** was developed with more information about the Gerrard Corporation's proposal. A copy of the slides shown at the two public presentations on October 17 were also made available on the City website. While many other Wisconsin municipalities have also established public-private partnerships and successfully redeveloped properties, few communities can compare with the City of New Richmond's extensive approach to informing and engaging with the public in regards to the redevelopment of the Beebe Building.

GERRARD CORPORATION PROPOSAL

The Gerrard Corporation's plan is to develop and manage a new senior housing apartment complex. The facility would consist of 40 housing units for ages 55 or better, with several amenities and

community space, as well as on-site parking. This plan would require a "clean site" via the demolition of the entire existing Beebe Building. The Gerrard Corporation would work with the City of New Richmond on the design and appearance of the building to ensure that it complements the existing downtown business district. The Gerrard Corporation would seek to break ground in the spring of 2021, with occupancy in the spring of 2022.

ADDITIONAL INFORMATION

The following materials are also included with this memo:

- a) FAQs about the Gerrard Corporation's Proposal
- b) PowerPoint Slides from Community Presentation
- c) Q&A from Community Presentation
- d) Letter of Support from New Richmond Area Chamber of Commerce
- e) Letter of Recommendation from City of River Falls
- f) Summary of Feedback Received From Citizen Emails

FINDINGS

The Gerrard Corporation's proposal is consistent with several of the policies and goals identified in the Comprehensive Plan. The proposal would integrate higher density housing in the downtown with convenient access to basic services, encourage independent living for seniors, and contribute to the goal of offering a wide variety of housing options to retain and attract a diverse mix of people and families of all ages, life-cycle stages, household sizes, and socioeconomic circumstances in all geographic areas of the City. The Gerrard Corporation has indicated a desire to work with the City to ensure that the building design strengthens the gateway into the downtown and contributes to the streetscape character of Knowles Avenue.

The Gerrard Corporation's proposal has been carefully reviewed by the City's financial advisor and determined to represent a low financial risk to the City. City staff have led an extensive public engagement process over the past several months to provide information and updates to local media, downtown businesses, and citizens.

RECOMMENDATION:

Forward New Richmond could consider two possible actions:

1. A recommendation to the City Council to formally select the Gerrard Corporation as a private partner for the redevelopment of the Beebe Building. If the City Council decides to move forward with the Gerrard Corporation, the next step would be for City staff and the City attorney to draft a development agreement.
2. A recommendation to the City Council to formally reject the proposal from the Gerrard Corporation and take no further action at this time since the Gerrard Corporation is the last remaining group under consideration. City staff could publish a new request for qualifications/request for proposals for redevelopment of the Beebe Building in the future if directed by the City Council.

ATTACHMENTS:

[Gerrard Proposal FAQs](#)

[Community Presentation Slides](#)

[Presentation Q&A](#)

[Chamber Letter of Support](#)

Letter of Recommendation from City of River Falls
Summary of Citizen Emails Received

FAQs about the Gerrard Corporation Proposal Development of the Beebe Property

Who are we?

The Gerrard Corporation has been a family-owned business for 70 years. Our portfolio includes the development and management of property throughout the Midwest and includes over 2,135 housing units across seven states. Our properties range from as small as eight units to as large as 120 units. We have recently completed and/or have projects under construction in Hudson, North Hudson, River Falls, and La Crosse, among other communities.



What is our management philosophy?

The Gerrard Corporation philosophy is to be a good neighbor. We work with local officials and businesses to create a facility that fits with the personality and needs of the community. We have already been in contact with several of the business owners surrounding the Beebe building, and have hired an architect to design a building that will fit into the New Richmond downtown area. Our buildings are managed by a caretaker/manager and are available for issues 24 hours a day.

Why are we interested in New Richmond for this project?

We have been interested in New Richmond for several years and when this opportunity arose, it fit well with our experience and portfolio.

What is our proposal?

Our plan is to develop and manage a new senior housing apartment complex. 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. This plan would require a “clean site” via the demolition of the entire existing Beebe Building.



Preliminary Concept

This facility will be a new landmark on New Richmond’s main street that is intended to fit favorably with activity and persona of the downtown. The size, scale, exterior finishes, and landscaping will be tastefully done to reinforce the vitality of the existing downtown.

How would I apply and qualify to live here?

A website will be established for this development project, individuals seeking interest would be able to view the development project and listed amenities and floor plans that we offer. These amenities will be listed for both the interior apartments and common areas. As part of this website, an application and screening process will be available. As a 55 or better housing unit, there are guidelines for all applicants ensuring a quiet enjoyment of this facility for all who live there. Rents are expected to range from \$525 to \$1,250 per month.

Will there be any commercial space in the new building?

Currently we do not have commercial space included in this development; however, we are open to exploring options.

What is our approach to designing the new building?

We look forward to working with the City of New Richmond on design and the overall look of the building. We believe what we have proposed as a preliminary concept complements the downtown core and businesses in New Richmond.

What is our proposed project timeline?

Upon project approval, we look to break ground in the spring of 2021 with occupancy in the spring of 2022.



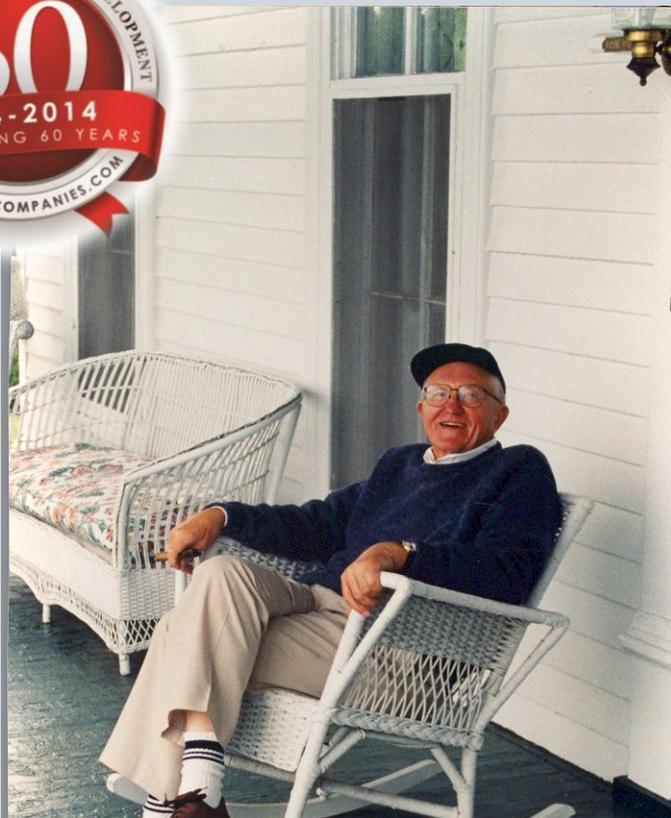
GERRARD DEVELOPMENT/ GERRARD CORPORATION

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.

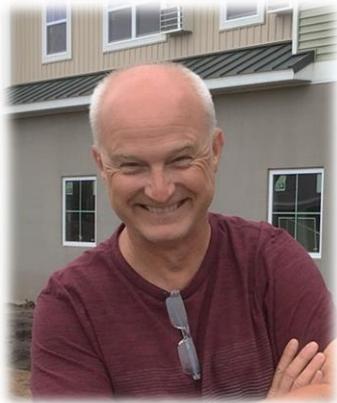


Peter T. Gerrard
Gerrard Corporation/Gerrard Development LLC



Paul A. Gerrard
Gerrard Corporation/Gerrard Development LLC

Project Leadership Team



Brad Kortbein
Cornerstone Architects, LLC
Architect and Construction
Project Manager

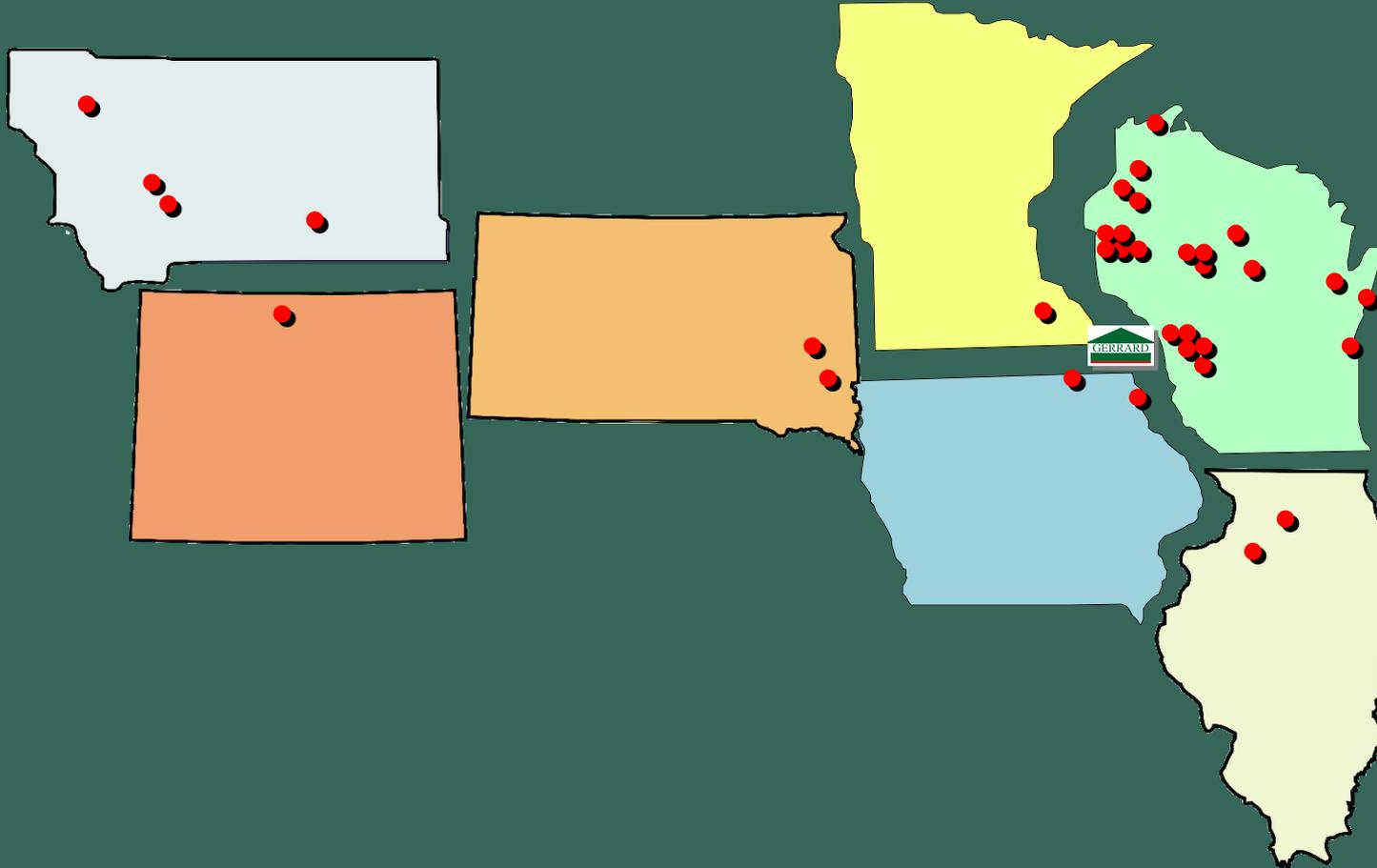


"Uncle" Leo Dolle
Gerrard Development, LLC
Construction Superintendent



The Following Portfolio of Developments is spread over Seven States:

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Home Office

Michael Heights
420 5th Avenue South
La Crosse, Wisconsin

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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

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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:

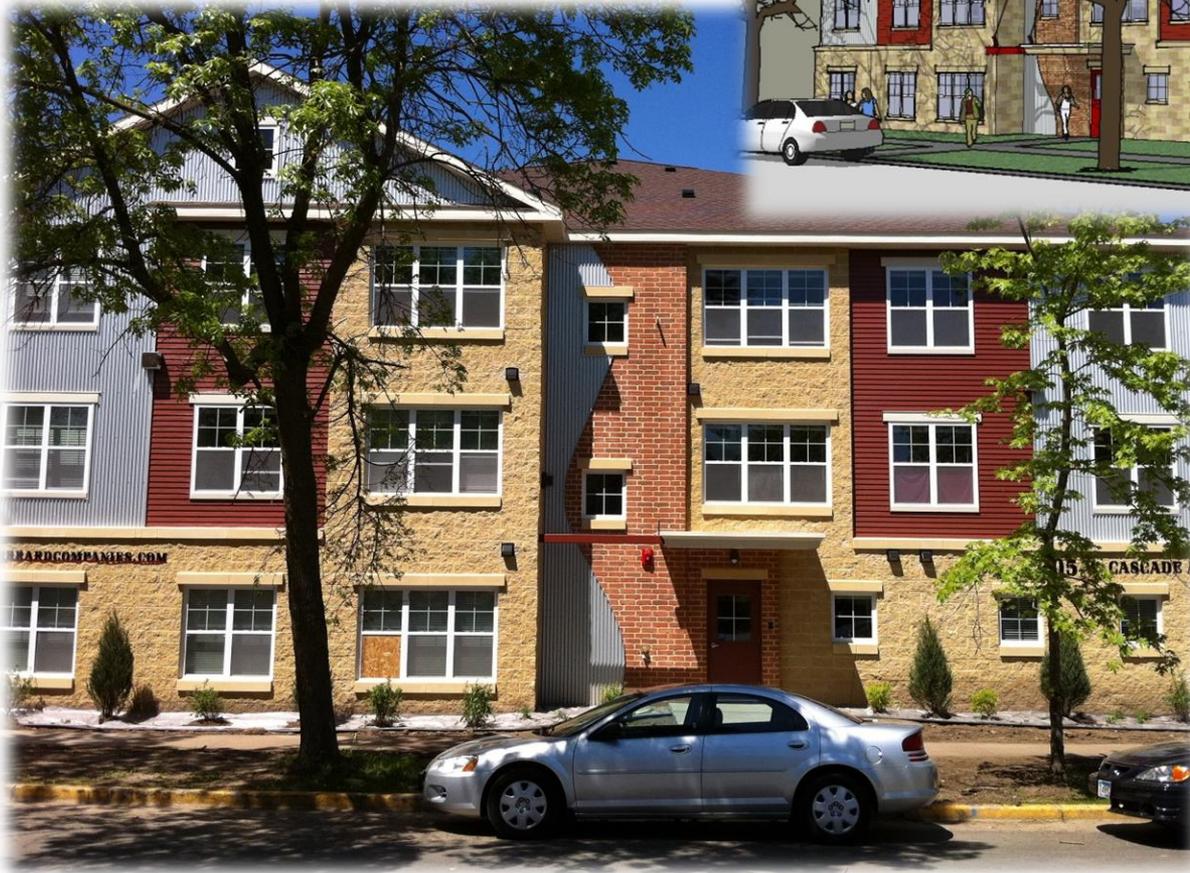
18 unit student housing building in urban revitalization infill site. City's participation included a new TIF district directly adjacent to the University of Wisconsin Stevens Point.



University Falls

205 W. Cascade Avenue
River Falls, Wisconsin

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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

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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

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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

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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



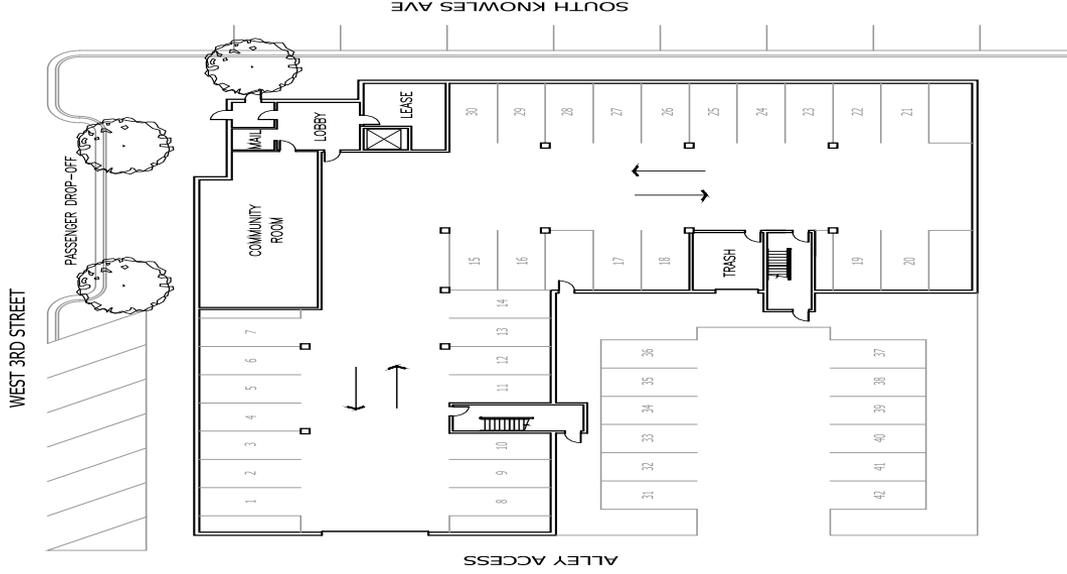
BUILDING SCHEMATIC IMAGE

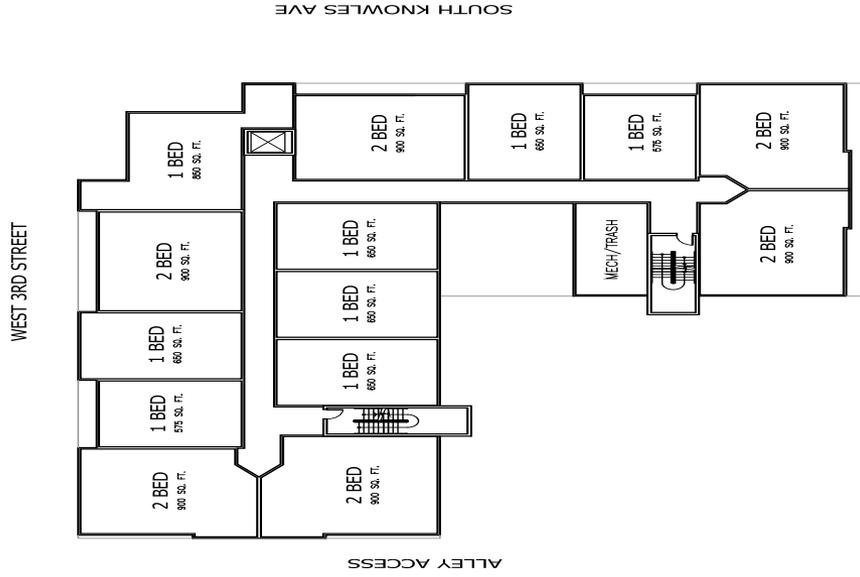


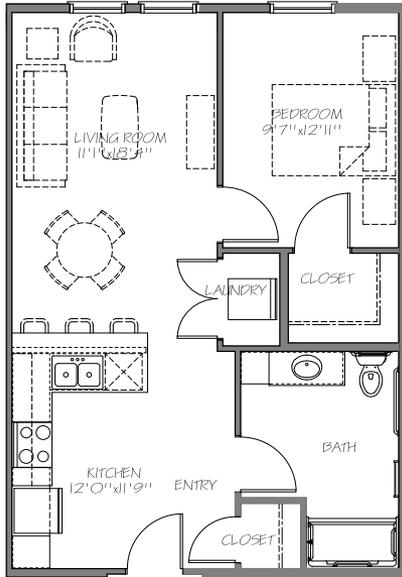
Residential Units:	24 one bedroom
	18 two bedroom
	42 units

Total Parking Stalls: 42 parking stalls

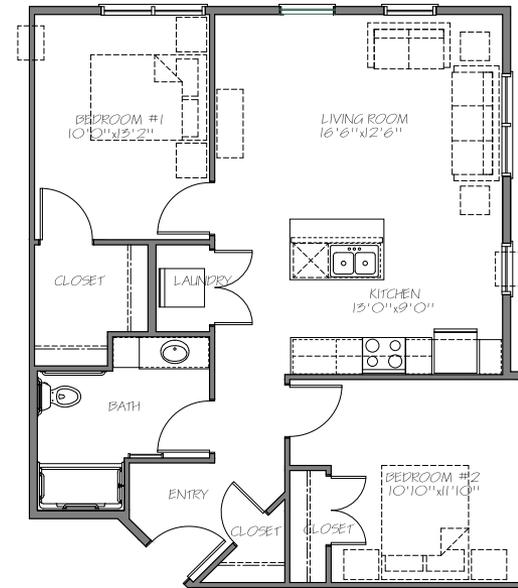
FIRST FLOOR:	15,000 s.f.
SECOND FLOOR:	13,500 s.f.
THIRD FLOOR:	13,500 s.f.
FOURTH FLOOR:	13,500 s.f.
TOTAL BUILDING SQUARE FOOTAGE:	55,500 s.f.







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!



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.

October 17, 2019

Dear City Administrator Darrow, City Staff, Mayor and Council:

Thank you so much for the presentation at our executive board meeting recently to outline the proposed project for the Lowry building, which has been vacant and idle now for 14 months. We are excited for the investment of more than seven million dollars in our downtown and from a taxpayer perspective---the likely three million dollar-plus assessed value of the property.

Housing is one of this area's most pressing concerns, and adding a 40 unit complex downtown will certainly help begin addressing the shortage. Our downtown merchants we surveyed about this housing project are overwhelmingly in favor of adding residents in the heart of our community, near financial institutions, retail, grocery and dining establishments. It comports with the city's strategic plan (housing downtown) and mirrors what other communities are doing to reinvigorate their downtowns.

Gerrard Company has a solid reputation in western Wisconsin and a long track record of delivering exactly what they promise in the way of quality and affordable housing units.

In short, we as a chamber board support this housing project downtown and encourage the developers to explore a couple of suggestions we have received about making this complex even more appealing:

1. Relocate parking either underground or surface level behind the facility rather than current plans on the first level. That change would open up retail opportunities on the first level, taking advantage of the visibility on Knowles Avenue and the 13,000 vehicles that pass by every day.
2. Open up a portion of the housing complex for "market based" rentals for those under age 55, since seniors aren't the only demographic group that is drawn to downtowns for convenience and quality of life issues.

We know you have many pending projects in the works and that New Richmond must act soon and decisively to proceed with this opportunity to enhance our downtown. The New Richmond Chamber Board wholeheartedly supports downtown redevelopment and this project and hope it comes to fruition in the near future.

A collection of handwritten signatures in black ink, including names like Dori Marty, Rob Kreibich, Candy Peterson, Kim Gorres, LARRY GEE, Randy Calleja, and Sheri Soderquist. Some signatures are crossed out with horizontal lines.

245A S. Knowles, New Richmond, WI 54017 | 715.246.2900



2019 Board of Directors:

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Travel Leaders Travel Now

Candy Peterson, Vice President
Bosch Packaging Technology

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Kelli Cadwell
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Sheri Soderquist
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Matthew Tuinstra
Royal Credit Union

Jeremiah Wendt
City of New Richmond

Dori Marty
WITC

Staff:
Rob Kreibich
Executive Director

Michelle Scanlan
Event Planner &
Membership Coordinator

Community Development Department

222 Lewis Street
River Falls, WI 54022
715.425.0900
www.rfcity.org



Paul Gerrard
Gerrard Corporation
420 Fifth Avenue South, Suite A
La Crosse, WI 54601

RE: Gerrard Corporation development in River Falls, WI

To whom it may concern,

The City of River Falls has been working with the Gerrard Corporation for over ten years. In 2010 the Gerrard Corporation developed University Falls at 205 and 213 W Cascade Avenue. This successful project fulfilled a student housing need in the City and has been managed very well over the years by the Gerrard Corporation. The Gerrard's are contemplating phase III of the project, and the City is looking forward to their proposal.

Currently under construction is the Depot, a 50-unit senior housing facility and the City Station, a 24-unit market rate rental property. Both buildings are located just NE of City Hall along the Kinnickinnic River. This signature development marks the first major housing development in the downtown in many years. In addition, the Gerrard Corporation has received funding and has entered the City's development review process for a 50 unit subsidized rental development at 1300 S Main. These three projects are moving along well and working with the Gerrard Corporation over the years has been good. They have a responsive team and work hard to meet the City's needs.

Please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink that reads 'Amy M. Peterson'.

Amy M. Peterson, AICP
Development Services Director
City of River Falls
715-426-3425
apeterson@rfcity.org

Feedback from Gerrard presentations on former Beebe Building

Name	Company/Affiliation	Comments
Matt Tunistra	RCU and on the Five Loaves and Chamber Boards	Thought I would give you my two cents on the development project. I think it is a great idea. I would be in full support of adding some retail space if that makes sense for the developer, but the housing development would be tremendous. This is a great thing for the downtown. Hopefully it was well received last night at the community meeting.
Tim Sass	Resident	I am speaking as a resident of New Richmond. After meeting with you and hearing the Gerrard Corporation talk I am very excited to see a project like this come to fruition in New Richmond. We are at a pivotal point in town where we start to work with some of these outside developers and grow our community like the strategic planning says, or these opportunities are going to start to pass the town over for other communities. I moved my family here last year because of the growth that the city and city council said they were going to be focusing on. I grew up in Hudson when it was going through the same growth that we are now. If we don't start to do things to attract more people, we won't have the money for a new library, Centre, hockey center, schools, etc. In listening to the presentation and talking with them, I feel this is a great project to bring more people to downtown. People often talk about wanting to grow their business and increase the retail downtown. We have to take a serious look at our downtown as it sits now. Are we currently attracting new families, new companies, new people to move and live here? The honest answer is we are not because if so, there would not be so many vacant store fronts. By adding this housing, we increase downtown visibility and foot traffic. No not every tenant may enter somebody's store or come into our credit union, but they will have family and friends coming to visit who might and people to buy their homes they sell and that is the population that will come in. People can go to any of these communities to include Hudson, Stillwater, River Falls and Woodbury and their downtowns are booming not because of the retail but because of the housing that was built. The retail has been sustained and grown because it can be supported by these downtown residents and visitors. We have a company who wants to invest 8-10 million dollars into our town with a proven track record and has been successful doing this in all of our neighboring communities. This opportunity might not come up again for our town and if we pass on this, who knows how long we have to wait before another developer wants to take a chance on our downtown growth. I am highly in favor of moving forward with this project and hope that the city council also feels this way. Again this is my personal view and not the stance of Royal Credit Union. Please feel free to reach out to me with any questions.
Mark Evans	Resident	I just wanted to express how impressed I was with the Gerrard group presentation at Champs last night. Their plan for the Beebe lot has me excited for the future of our City. The building they are proposing could be the pride of our downtown, a nice contrast to what has been there most of my life and to know it will also benefit our Seniors and local Veterans makes it all the more appealing. Great Job!
Frank Steward	Owner/Agent - State Farm	My wife and I are downtown business owners in New Richmond and Osceola. We are very concerned that people are trying to stop the improvement of the downtown of New Richmond. We believe the improvement to the old Lowry building would help the community and increase business for our community. Also, it would give a another reason for people to move to our community. Thanks for your attention to this matter.
Steve Korn	Anytime Fitness	I think the project for apartments would be great, and bring lots of new business for the downtown area!!! I am 100% supportive.
Kyle Anfinson	Owner - KBA	Perfect isn't going to happen. I'm an optimistic person, however, we have to play the hand we have and hope we win the long game. You're smart, you dont need me to tell you the pros and cons. But a friendly reminder that, better a diamond with a flaw than a pebble without. Lets move forward with it, and signal to the metro that New Richmond is a great place to live.
Brian Meyer	Owner - Wild Badger	I wanted to reach out to you about the redevelopment project at the old Lowery location. I really feel like the proposed housing project will be great addition to the downtown. I think that having a new development like this will bring many new people to the downtown area and will avoid us having another vacant building. Many smaller downtown's have suffered with people moving out and it would great to see our downtown continue to expand and develop. If anyone would like to discuss it further with me please feel free to call me.
Nicholas Moore	Owner - You've Got Maids	I am writing to advise of my related support of the project.
Liz Montello	Resident	I did want to recap, (and clarify) what my thoughts and concerns are for that corner. 1: If the Beebe building is in good structural condition, I feel we should make every effort to keep it, valuing the historical character and qualities of it that are irreplaceable would always be a benefit to our community and downtown. 2: John Grage, from Vintage, made an excellent point about the downtown not being the place for housing, especially lower-end senior housing. Those are not the folks that are going to be going downtown and supporting businesses like his. 3. Low-income seniors, aren't going to be the folks supporting the downtown. First of all, they're seniors, probably more in the frame of mind getting rid of stuff, not buying it. But more so, if their income is between 35,000 and 55,000, makes sense they are going to need to be very careful with their pennies. They aren't going to be going down to the coffee shop spending 4.50 on a cup of coffee. 4. Parking is another concern. If these seniors have 2 cars, they will be taking up downtown street parking. That would not be advantageous for downtown businesses. There was barely enough space provided in the plan for 1 car per apartment. (and not enough for all of them to be covered/heated spaces. What senior doesn't want their car covered in the winter, let alone have to walk across the street to get it. 5. The Gerrard Company investment is based solely on their own business plan and bottom dollar. It has absolutely nothing to do with what effect it will have on our downtown. It sounds like Gerrard has their business plan figured out, they know how to abide by the stipulations, rules and jump through the hoops to get government subsidies. Great for them, but that has no positive effect for our downtown. What I envision for the space: First of all, I would hope the Beebe building could be restored, of course assuming it is in good structural shape. (I actually think it would be a fantastic place for the public library! That could bring much more desired traffic of families and vitality to downtown.) I am not opposed to housing on the corner... However, I think the main level needs to have either the library or good retail space, (and I don't mean any more auto parts or tobacco stores. Good retail encourages more retail.) or a quality restaurant in there. However, I am opposed to low-income and senior housing in that space. My friends that are seniors and down-sizing, looking for condos and apartments, are looking for nice, high-end places, not the low end finishes and tiny apartments the Gerrard Company is offering in their proposal. I do believe that higher-end housing with high-end finishes like granite counters, tile bathrooms and special amenities like a rooftop garden, fitness center etc. is going to be an asset to our community.
Cheryl Johnston	Owner - Chickadee Doo-Da	I have been thinking about the Beebe building project and have some concerns. First of all you had stated that it was not low income/subsidized housing...I have heard other. The second concern after a lot of thought is we need to bring shoppers and diners to our downtown area. The people that are downsizing are not the right market for retail establishments. I am in favor of other ideas to see New Richmond prosper.

Edna Early	Resident	I hope the City Beautiful will realize what a gem we have in the historical Beebe Building. I would prefer we keep it, restore it and work at filling it with a variety of options. One thought comes to mind as a mini-mall with a variety of businesses involved. Shops, businesses, boutiques, maybe a restaurant, it could have limitless possibilities. Our community is growing and having a thriving downtown will be wonderful. Let's think collaboratively and come up with a better solution but by all means preserve the building. How can I help? Let me know and the many others who oppose the senior housing idea. Thank you sincerely for listening to my point of view. Again, I am willing to assist in this project.
Ann Hall	Owner - Table 65	Although the space In Question is really much bigger than this, The concept of a co-work space is a good one. As this type of business attracts entrepreneurs, builds a relationships with people building their businesses. It could build loyalty to our community. This space is Designed to be a office work space. not a space to try to capture dollars thru nonessential services ie: coffee shop (although a Keurig is available. . If you know what I mean. I think New Richmond would be wise to pursue this type of business. See https://www.theoutletmn.com/ . Send a team downtown Albert Lea for a tour. I know a guy who would love to lead the tour. Could be a win win attracting entrepreneurs.
Jean Grage	Owner - Vintage	As owners of the Vintage store directly across the street from the Beebe building we are vehemently opposed to the building of income adjusted senior housing. Seniors with a fixed or lower income base have little to no discretionary income to spend on items other than essentials. The downtown area needs to introduce a better plan on younger professional types, millennials and such that spend money. 98% of everyone over the age of 60 that come to our store looking as if it's a museum. When asked if they see anything exciting to buy they almost always have the same reply, " oh heavens no, we're trying to downsize". If senior housing is in need there are many other areas outside of the direct downtown corridor that it could happen. Let's not chase one bad idea with another in trying to capture lost dollars that were spent buying that white elephant. It will take many many years to get that back especially if we're giving them them the property for free PLUS tax advantages. The property is owned by the city and now there is some time on our hands to wait and seek out a real asset to downtown that will inject business dollars and a jump start to revitalization. Please let our opinion be considered.