



# The North Pier - An Expression of Interest

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## Overview

Gerrard Hoeschler, Inc. and Shelter Development, Inc. (501C3) lead a development team seeking the opportunity to develop all or part of the “North Pier District” of the Riverside North project. Our team offers a variety of outstanding qualifications such as a unique knowledge of the area’s high-end residential market and a controlling interest in key privately held properties within the North Pier District. Our development team lives and breaths the region’s top-end housing market. We believe that our enhancements to the City’s master plan significantly increase the odds of a successful North Pier development.

## Our Plan

### North Pier Overview

The North Pier master plan includes a mix of 3- and 4-story loft and stacked flat residential buildings along with waterfront commercial space. The area is intended to offer a set of urban-style residential building types situated on three small development blocks. Approximately 90 – 120 dwellings are proposed for this 7.7 acre area of the project for an average density of 15.5 DU/Acre.

Approximately 2.5 acres of the North Pier District are privately held. Our team controls much of that land.

### Commercial Development Under Our Concept

The master plan’s waterfront oriented commercial space is configured around a landscaped courtyard with direct access to a linear riverside dock and trail along the Black River. Approximately 7,000 – 10,000 square feet of restaurant, entertainment and retail space is proposed by the Master plan for the waterfront area.

We intend to build on the excellent vision which is reflected in the City’s Riverside North Master Plan. Our proposal includes the Master Plan’s proposed commercial spaces while incorporating an anchor on the north end of Riverside North property. We seek to incorporate UWL’s proposed concert hall and gallery in the northwest corner of the North Pier area. The concert hall/art gallery would be oriented such that the view of the bridges to the south would be optimized. The building would be sited at the very north end of the property. This ensures that views of the river are largely preserved for other Riverside North buildings. Given the North Pier’s goal of attracting residential development with unit values in excess of \$300,000, a cultural/arts destination located in the North Pier District will be essential to the development’s success. The concert hall is

an appropriate arts facility for the development as there isn't a similar concert hall downtown that it would detract from.

We are also exploring opportunities to collaborate with UWL's River Studies Center. UWL staff offered the following introduction to a potential river studies program presence in the North Pier District:

*The University of Wisconsin – La Crosse (UW-L) River Studies Center (RSC) is interested in exploring partnerships and opportunities presented by the Riverside North Development (RND) Project and the North Pier property. The potential for permanent access to RSC's focal research/scholarly interest, the Upper Mississippi River, and the close proximity of the development to UW-L could greatly expand opportunities for our students, staff and faculty. Several of the RSC members have considerable experience in the areas of landscape ecology, environmental outreach and the design of effective environmentally sustainable practices; these are areas expertise that the RSC could contribute to the RND's future planning efforts.*

Other commercial facilities serving the District and its visitors include a linear commercial dock, a restaurant, gift/sundry shop (for tourism/recreational visitors), rental space for bikes/canoes/kayaks, and other retail spaces. Gerrard Hoeschler, Inc. principals and other partners have substantial experience in developing and operating marinas, retail space, outdoor recreation programs, etc. and we are prepared to develop these components of the North Pier District.

## Residential Development

The North Pier District includes a mix of primarily owner occupied 3- and 4-story loft and stacked flat residential buildings. The area is intended to offer a set of urban-style residential building types situated on three small development blocks. Approximately 90 – 120 dwellings are proposed for this 7.7 acre area of the project for an average density of 15.5 DU/Acre. Dwelling costs are anticipated to average \$350,000 for a total cost of up to \$42,000,000.

### Community Places

We propose to enhance the Master Plan by incorporating elements that will build a sustainable, functional community within the North Pier District. Design features that will bring North Pier District residents together include small parklets designed to serve as gathering spaces. These parklets will be located both on the ground and on rooftop terraces located on each multifamily building and the building housing the concert hall). Indoor community spaces, guest quarters and ample parking and storage spaces will enhance livability and community. Parklet areas will be designed to reflect the history and culture of the site and the City. These parklets will draw residents and visitors alike

with innovative designs that weave the stories, cultures and histories of the people of this region into remarkable monuments.

### Diversity

One important element that can strengthen a community is demographic diversity through the inclusion of people with different experiences and perspectives. To support diversity without expressing a preference for any particular group, the North Pier District developers will include a limited but significant number of accessible rental living units. These rentals will be reserved for deserving individuals or families nominated by local non-profits. These nominees may be teachers, nurses, victims of disasters, seniors, families, etc. There are no eligibility requirements (e.g. no income requirements/restrictions) other than the nominee is recommended by a local non-profit and that the nominee brings something of value to the community. Everyone living or visiting the North Pier District will benefit from the contributions these families and individuals bring to the North Pier Community.

### Energy Efficiency

The construction of the residential buildings will employ advanced construction methods which will result in a substantial reduction in the time needed to build the project. The savings in time also translates into a similar savings in cost and in reduction in energy consumption onsite. Indoor construction of building components will be optimised including building components year round in a climate controlled 10,000 sq/ft warehouse located in the North Pier District.

Each residence will have high efficiency insulation, hvac, on-demand hot water, “Smart Home” programmable environment control systems, and Energy Star appliances. To the extent feasible, we will take advantage of the high water table and incorporate geothermal systems when possible. Landscaped roofs will reduce heat gain on upper floors as well as provide esthetic elements for the occupants.

## Who Are We?

### ● Gerrard Hoeschler, Inc.

A local family owned real estate company for over 65 years. The principals of GH have substantial experience in residential and commercial development in the region. No one knows the North Pier’s high-end housing market better than Gerrard Hoeschler, Inc. This knowledge will be essential to ensure the economic success of the project.



- Shelter Development, Inc.

Shelter Development is a local non-profit whose mission includes developing facilities and housing to serve the needs of the community. In the North Pier District Shelter Development will expand on its community building efforts which were a key element of the Naval Reserve development know as The Gardens. As the demand for The Gardens demonstrated, there is pent up demand for City housing that combines location, community, quality and reasonable costs. These attributes will be present in the North Pier District in part because of the community building efforts of Shelter Development.

- RSP Architects, Minneapolis

An international firm completing an average of 950 projects per year. RSP brings substantial architectural, design and planning experience and expertise in all of the component parts of the North Pier District. See the attached brochure addressing RSP's work on cultural facilities. Website: <http://www.rsparch.com/>.


- Kirchner Custom Builders, Inc. (KCB)

KCB is a local family owned construction company. KCB is building more of the finest homes in the market than any other builder. High-end residential development is the key component of the North Pier District. The one residential construction company that is best suited to building the high-end housing contemplated by the Master Plan is Kirchner Custom Builders. They will be the lead contractor for residential development.

- University of Wisconsin, La Crosse

We are working with UWL and other potential partners on the possibility of an 800-1,000 seat concert hall that could be located on this site. The concert hall facility will be designed to take advantage of the magnificent view of the bridges to the south and may include gallery space. Though we are still in the preliminary stages of discussion, University officials have identified the North Pier District as a potential site for the concert hall.

The River Studies Center (RSC, [www.uwlax.edu/river-studies-center/](http://www.uwlax.edu/river-studies-center/)), created in 1972, is a non-curricular unit focusing on research and informational programs pertinent to the Upper Mississippi River and its related resources. These activities are performed in the spirit and letter of the Select Mission of the University of Wisconsin-La Crosse that states "The University shall support studies related to the environment, culture, heritage, institutions and economy of La Crosse and the surrounding Upper Mississippi Valley



region." During the past 44 years, the RSC has expanded its research program to other aquatic resources, including rivers, streams, lakes, and wetlands across Wisconsin, the Upper Midwest, and the Nation. The RSC has developed successful public/private partnerships at the regional, national and international levels. There is potential interest in incorporating this program into the North Pier District.

#### ● Our Investors

Most, if not all, of our private investors will be local individuals and organizations who have had a long term commitment to building the future of La Crosse. Our team has roots that go deep into La Crosse's history and it has a remarkable record of community support - both historically and in the present. Our investors have ready access to sufficient financing for the full project.

#### ● Our Lenders, Workers And Suppliers

We are committed to maximizing participation from local lenders, suppliers, subcontractors, laborers, vendors, etc.

### Our Expression of Interest

The team assembled for the design, construction and management of this project has the requisite experience and skills to successfully execute its every phase. Team members, individually and corporately, have extensive experience ranging from large residential and commercial projects within the Riverside Park area to other signature projects inside and outside the community. We see this as an incredible opportunity to create the largest upscale residential project in La Crosse's history and have assembled an outstanding team to create a signature project. We hereby express our interest in being selected to participate in further discussions of the project and eventually to being selected to develop the North Pier District.