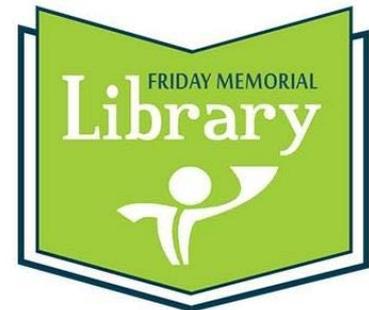


NEW RICHMOND LIBRARY PROJECT

A Plan Forward

January 2021



Background

- Original Development Agreement approved in July 2016
- The Library Master Plan was approved in the spring of 2017; provides vision and guides future use of the property
- Old middle school was razed; ownership of the property was transferred from the School District to the City in fall of 2017
- Grading & site work were to begin by the fall of 2019, otherwise the District could request the City to convey the property back to the District (extensions since been granted).

The Existing Library Master Plan

- Outlines possible building spaces: makerspace, deli/coffee, gallery, business incubator, flexible conference rooms, outdoor public space
- Shows conceptual sketches to better visualize how a building and parking lot might look on the site
- Stresses the importance of incorporating public feedback for the design of the library
- Notes need to address parking, vehicle circulation, and traffic speed in the area as part of site plan process

Existing Master Plan (Continued)

- Summary section includes several limitations:
 - No residential development
 - No City offices or structures
 - No additional buildings for commercial enterprises outside of the Library building on the property

Primary Focus for Tonight

- Despite some of the limitations of the existing Master Plan, the Board of Education is open to further exploring and learning more about alternative models, partnerships, and needs in the community
- The presentation to the School Board, Library Board, and City Council is a kick-off to this conversation

The Friday Memorial Library

- Built in 1963 when the service population was **4,500** people
- Building addition was completed in 1989, when the service population was **11,000** people and there were no computers



The Library Today

- Facility doesn't meet the needs of a 21st Century library and the educational needs of a community the size of New Richmond
- Internet, e-books, audiobooks, STEM focus, video animation, diverse classes and programming
- Library Service Population:
(+/-) 21,686



Libraries have evolved from this...



to this....



21st Century Library Design

- Current facility doesn't meet modern design standards for libraries, limiting its ability to provide services and meet needs:
 - Natural lighting
 - Open space
 - Flexible furnishings
 - Power outlets & Wi-Fi access everywhere
 - Wide range of individual & small group spaces
 - Off-street parking

20 years of talk... no library.

- The past 20 years have consisted of a multitude of locations, consultants, architects, studies, public meetings, and surveys with little results to show.
- Over time, stakeholders become fatigued and frustrated, and lose interest in the project altogether
- During this time, several other nearby communities (Somerset, Osceola, River Falls, Eau Claire) have completed additions or constructed new facilities

Meanwhile...

- New Richmond area community continues to grow
- Cost of construction continues to increase
- Fundraising fatigue
- COVID-19 and economic impact
- No desire to take on millions of dollars of new debt for the project at the expense of taxpayers

Understanding the Community

- **Our needs are growing faster than our budgets.**
 - We must think differently!
- Aging infrastructure & increasing costs for basic services require difficult decisions and innovation
- Nonprofits are doing more & serving more people with less
- Several worthwhile fundraising initiatives are searching and competing for limited resources
- COVID-19 will have a lasting impact on how we work, learn, interact, and utilize public spaces

Understanding the Community

- Demand for housing for all stages of life
 - Difficult to find a house on the market under \$250K
 - Fair market rent for 2-bedroom apartment: \$1,214
 - Strong steady population growth in New Richmond area
- **43%** of households in the City of New Richmond are below the ALICE threshold (Asset Limited, Income Constrained, Employed)
- Limited availability & rising costs of childcare
- Growing aging population (ages 60+)
- Renewed focus on revitalizing downtown & supporting local businesses

Public-Private Partnerships

- **What?**

- A partnership between the government and the private (or non-profit) sectors in the delivery of goods or services
- Several different delivery models & structures – once you've seen one, you've seen ~~them all~~ one

- **Why?**

- Utilize the strengths, expertise, efficiencies, and resources of multiple parties and sectors rather than a stand-alone public project
- **Final product can far exceed what any one partner could have done on their own independently**

Mixed-Use Developments

- Blend of multiple uses (e.g. cultural, residential, commercial, institutional) into one space
- Functions are physically and functionally integrated
- Many benefits:
 - More walkable neighborhoods
 - Stronger neighborhood character and sense of place
 - Reduced distance between housing, work, retail, and amenities

Mixed-Use Developments

- Can be vertical or horizontal
- Can be a single building or multiple buildings
- Not a new concept, nor is it an urban “big city” concept



*Above: Mixed-use in small town, built in 1900
Right: New mixed-use in 2021 in larger city*

“Sooner or later, everything old is new again.”



What about libraries?

- As services have evolved and finances have become more limited, libraries have become much more willing to consider nontraditional ways of partnering with facilities and shared spaces
- Libraries have joined with private developers, nonprofit housing authorities, colleges and universities, government agencies, and others to share land and buildings
- **In 2021, we must re-envision the role of the library in the community. Libraries are no longer stand-alone brick buildings that serve as a repository for books – they are multi-purpose community spaces, and the physical space in which the library is located must reflect this.**

Example: Milwaukee

- The City of Milwaukee has constructed 4 mixed-use libraries in the past decade at a total cost of \$18 million, with plans to construct 2 more
- The property adds to the local tax base due to a unique ownership structure (condominium agreement) where the City owns the library space but not the entire property
- New libraries are constructed at a lower cost, are more sustainable long-term, and create additional value to the community by providing additional uses (condos, senior housing, apartments, commercial space, etc.)

Example: Platteville

- 22,000 square feet
- Underground & surface parking
- Natural lighting
- 5 rooms for meetings and programming

- GO Debt Issued: **\$0**
- Total Fundraising: **\$600,000**



Platteville Project Financing

- Partnership with private developer for hotel
 - Developer constructed building; library is a tenant for seven years & then ownership will be transferred as a tax write-off
 - Old library became a community health clinic
 - Source of Funds:
 - Developer Equity: \$3,600,000
 - Tax Credits: \$3,758,000
 - Tax Increment Financing: \$2,000,000
 - Bank Loan: \$6,818,000
 - Fundraising: \$ 600,000
-
- ***Total Project Cost: \$16,776,000***



Other New Models & Innovative Collaborations

- Joint-use (shared public & school/college library)
- Afterschool programming & tutoring
- Licensed childcare facility in the library
- Senior Center in the library
- Library is a summer meal site for kids
- Small business center & co-working space
- Hospital offers immunization programs at the library
- Special library cards for educators
- BLAST (Bringing Libraries & Schools Together)

Could it work in New Richmond?

- There is tremendous potential, and we'd like to have the ability to further explore it.
- Consider:
 - Flat, 3.9 acre site with access to utilities
 - One block away from downtown businesses & STH 65
 - Within walking distance of parks, schools, Centre, dance studio
 - Several potential partners with needs & resources
 - Growing community with interest from private developers

Could it work in New Richmond?

- We're not starting from scratch...
 - Considerable amount of public engagement completed
 - Architect under contract
 - More than \$1 million already on hand
 - Perfect location selected, with feedback from community
 - Strong leadership in place that is committed to finally getting this project completed



What if...

- ✓ We could build a beautiful modern library...
- ✓ That meets additional community needs...
- ✓ That helps revitalize downtown...
- ✓ And grows the tax base in the long-term...

While also...

- ✓ Minimizing new, overlapping debt
- ✓ Minimizing increases in property taxes
- ✓ Minimizing need to fundraise

Summary

- Libraries are multi-purpose spaces. The facility must reflect this.
- A public-private partnership offers several potential benefits and should be further explored. It's forward thinking... but it's not brand new. There are models to explore and learn from. This isn't a pie-in-the-sky idea. The project could gain momentum quickly.
- The community has several additional needs and limited funds.
- It's been 20+ years... let's work together & get this done!

The Elephant(s) in the Room

- What's the budget? Who's paying, and how much? Who are the project partners going to be? What's the timeline? Who's going to be on the committee(s)? What's the building going to look like? What happens to the old library? When are we going to break ground?

One may walk over the highest mountain one step at a time.



Timeline – Next Steps

- Jan. 6
 - Board of Education meeting
- Jan. 7
 - Library Board meeting
- Jan. 11
 - City Council meeting
- *Note: Bryan Schafer, Vicki Gjovik, & Noah Wiedenfeld will provide a joint presentation at all three meetings*

Closing Thoughts

- Together, let's focus on what could be possible
- Let's take one step at a time, and work in partnership.