



# City of Edina Letter of Interest

**1.) Primary Contact  
Bill Beard, President  
Office: 952-930-0630  
[billb@beardgroupinc.com](mailto:billb@beardgroupinc.com)**

**750 2nd Street NE Suite 100 Hopkins, MN 55343**



## ***2.) Team Members and Backgrounds***

The Beard Group, Inc. ([The Beard Group, Inc.](#)) is a full service real estate development company specializing in raw ground development, redevelopment, and mixed-use projects. We are an established and recognized resource for community leaders, brokers and businesses who seek professional and responsive service and support regarding the procurement and improvement of real estate.

Partners: Bill Beard and Paul Gamst

Bill Beard chartered The Beard Group Inc. in 1990. Bill currently acts as the enterprise's President/ CEO in addition to facilitating the acquisition and execution activity of the principal team. Bill Beard and family have been Minnesota community members since 1982. In addition to building a thriving real estate development practice, Bill devotes extensive hours of volunteer service to numerous community organizations. Immediately prior to forming The Beard Group Inc. in 1990, Bill was Executive Vice President and General Partner of Professional Ventures Inc. where he oversaw all site selection and predevelopment analysis. Throughout the 1980s Bill honed large scale analysis and management skills as the President of Webb Enterprises, President of Gallop Polls' Management Development Seminars, and President for Omni Foods of Spokane, Washington.

Paul Gamst is a charter principal at The Beard Group Inc. Paul's primary role on the principal team is executive project management and quality assurance regarding project execution. Paul is also President of Beard Group Management, LLC which manages approximately 1 million square feet of commercial, industrial and office space. Paul Gamst is a St. Paul native and life-long resident of the Twin Cities. As a Principal in The Beard Group Inc. he is credentialed in brokerage, leasing and property development. Immediately prior to joining forces with Bill Beard in The Beard Group Inc., Paul served as Vice President of Professional Ventures Inc., and was accountable for all phases of project management, construction scheduling and quality compliance. Twenty-five years of diverse construction and construction related project experience (especially the challenges related to masonry construction) have carried the skills and savvy necessary for on-target results.



Momentum Design Group, LLC ([Momentum Design Group](#)) was formed in March, 2007 as a full-service architecture firm with a broad focus of building types ranging from industrial, small

retail buildings, large retail complexes, office buildings, tenant improvement projects, to small and large scale multi-family housing projects. We are committed to adding value to our client's real estate portfolio and the public environment by providing thoughtful and creative design solutions. Our partners have more than 50 years of combined experience designing vertical, mixed-use, and multi-family residential projects.

Partners: Jeff Wrede, Jesse Hamer, and Brian Gadiant

Jeff Wrede has been practicing architecture for more than 22 years and as a lead designer, his vision has given an identity to many communities. As a licensed Architect, Jeff has been responsible for projects ranging from intimate single family home renovations to high rise condominium towers. Jeff's primary role at Momentum Design Group is to lead the design and maneuver the project through the city submittal process.

Jeff's experience includes high rise condominium towers, retail buildings, rental and condominium multi-family projects, office buildings, liquor stores, mixed-use developments, religious projects, master planning and site development, townhome and single family home projects, manufacturing buildings and various tenant improvement projects.

Jesse Hamer is an Architect with over 18 years of experience. Fifteen of those years were spent at Tushie Montgomery Architects as a project manager and lead architectural designer. He joined Momentum Design Group as its third partner in 2011. Jesse has a passion for providing his clients with aesthetically pleasing, but functional, designs that serve the needs of the client and end-users. Jesse's primary role is as a designer and project manager, specifically working with his clients to help them realize their architectural vision.

Jesse's architectural experience includes multi-family residential, retail, office, warehouse, municipal, and church projects. Jesse is also experienced with the unique challenges of mixed-use projects, often on tight urban and suburban properties. His adept site analysis and quick schematic design skills have become invaluable to his clients. His architectural experience is augmented by his knowledge of graphics, 3D modeling and BIM software.

Brian Gadiant has been in the Construction and Architecture field for more than 12 years in Minnesota, building experience with Greystone Masonry, Tushie Montgomery Architects, and Durran Architects and Engineers before joining Momentum Design Group. As a project manager, Brian has been a part of projects ranging from modest tenant improvements to mid-rise condominium buildings. Brian's experience and design approach provides a well-managed, fluid project by maintaining a positive relationship with each member of the project team. Brian's primary role is to manage the project in all phases and to make sure that the team members involved are focused on providing a successful solution.



Building Construction Management, Inc.

Jon Gumbrill has worked in the Construction industry for in excess of 30 years as an Owner's Representative/Construction Manager. He has performed services throughout the country on

projects, where he has had a direct responsibility and that exceed 1 billion dollars in hard construction costs to date. His experience includes commercial high-rise and low-rise office buildings, hotels, retail facilities, multi-family residential, high-end single family construction and renovation, industrial and service center buildings, restaurants, building restoration and renovations and specialty projects.



President: Dale Wills

Before founding Centra Homes ([Centra Homes, LLC](#)) in 2011 Dale Wills was the Division President for Woodside Homes in Minnesota, the third largest privately held homebuilder in the United States. He was responsible for overseeing the executive operation of the Minnesota Division, increasing market share by 130% in 2009 and 120% in 2008. In 2011, Dale purchased all of Woodside Homes' assets in Minnesota and founded Centra Homes.

***3. A general statement of why the team is interested in this opportunity, including the team perspective of the community vision outlined in the Grandview Development Framework and preliminary thoughts on how development of the site can serve as a catalyst for private development of the surrounding parts of the District.***

For almost 30 years the Beard Group has worked with communities to facilitate their redevelopment plans. It is what we do. It is our passion and frankly what we enjoy doing.

Our team has reviewed the Grandview Development Framework. We are impressed by the extensive community outreach and engagement of the visioning process. In a perfect world this engagement would serve as the foundation of support for a project that reflects these priorities in its development plan. However, we know that community priorities are more dynamic than static, and we would anticipate significant public involvement as a hard plan is put forward.

We perceive the Grandview Development District as having a very positive trajectory, and our impression is that the proposed redevelopment “isn’t fixing something that’s wrong” but rather adding something more to something that is already headed in the right direction.

#### 4.) Three examples of projects with desired attributes.

**Hopkins Entertainment Center Hopkins, MN:** The redevelopment of a former auto dealership at the key intersection of 11<sup>th</sup> Avenue and Mainstreet in downtown Hopkins. The project revitalized the heart of the downtown business area bringing the 6-screen Mann Theaters, outside dining, shopping and the Hopkins Center for the Performing Arts. More information is available at [http://beardgroupinc.com/port\\_hec.htm](http://beardgroupinc.com/port_hec.htm)

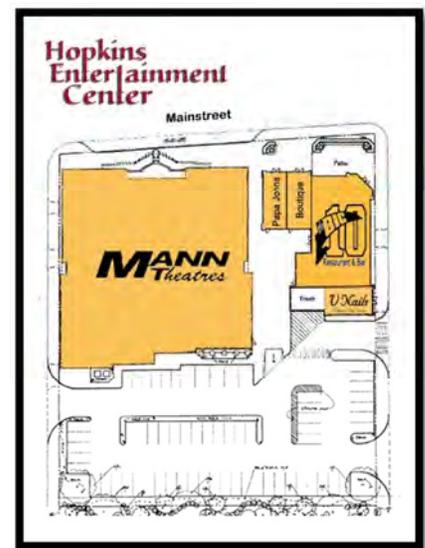


#### **Civic/Community Use and Public & Private Uses:**

The Beard Group, Inc. was selected as the master developer for the Hopkins Entertainment Center site which included both the south and north side of Mainstreet between 11<sup>th</sup> and 12<sup>th</sup> Avenues . The Beard Group, Inc. did the initial master planning and community engagement for both the South (Mann Theatre) and North (Hopkins Center for the Performing Arts) sites. The South site was developed by The Beard Group, Inc. and the City developed the North side. In addition, Bill Beard was one of the original board members appointed by the City to oversee the Performing Arts Center.



**Innovative Project Financing:** The Hopkins Entertainment Center utilized: Land write-down, TIF, a forgivable loan, a low interest loan, and semi-exclusive use of public parking in a municipal ramp.



**Village Creek Brooklyn Park, MN:** Brooklyn Park's Village Creek is a multifaceted redevelopment project. Begun in 2005, it is transforming the historical heart of this northwest metro community. The Beard Group was brought in to the initiative to master plan and facilitate "for sale"



housing where once only rental apartments were, and to develop a commercial and retail node at the corner of Zane and Brooklyn Blvd. The project brought 250 new owner occupied homes, single family and townhomes and 34,000 sq ft of Medical office building.

[http://beardgroupinc.com/port\\_villagecreek.htm](http://beardgroupinc.com/port_villagecreek.htm)

**Civic Community Use:** The Beard Group, Inc. purchased an existing City park and replaced it with ½ mile long Public Park along both sides of a rebuilt Shingle Creek. The Centerpiece of the project was the development of a public park along Shingle Creek with lifestyle enhancements. The park features miles of scenic walking trails, bridges, rapids, playground, gazebo and an outdoor amphitheater.



**Public/Private Partnerships:** The Beard Group, Inc. created a public/private partnership for the Village Creek



development that focused on the installation and maintenance of the infrastructure. The Beard Group, Inc. was retained by the City to develop both the public and private infrastructure including roads, sidewalks, trails, streetscape, street lighting,

storm water retention and treatment, sanitary and storm sewers, and water for the Village Creek project area.

**Environmental Sustainability:** The project pioneered the concepts of regional storm water management that didn't include large regional storm ponds but rather maximized rain gardens, infiltration and storm septors.



## Marketplace & Main Hopkins,

**MN:** This mixed-use redevelopment of a former car dealership has as its center piece Hopkins 1<sup>st</sup> rental community in over 20 years. Marketplace and Main is comprised of 53 market rate multi-family rental apartments units, 5,505 square feet of retail space along Mainstreet, 7 luxury townhomes and 30,000 sf of medical office space.

<http://www.marketplaceandmain.com/>



**Multi-Modal Transportation:** This project is 3 blocks from the proposed Hopkins light rail station. It abuts the Hennepin County Trail and has a major bus stop directly across Mainstreet.



**Environmental Sustainability:** The project area utilizes a regional storm water plan that includes rain gardens, storm septors and infiltration.

**Innovative Project Financing:**  
The project's

funding sources include: two Pay-as-you-go TIF notes, and a forgivable loan



## ***5. Two Examples of Projects shaped with extensive public input:***

**Marketplace & Main Hopkins, MN:** <http://www.marketplaceandmain.com/>



Until Marketplace and Main, the City of Hopkins had long opposed the development of rental housing. Hopkins' housing stock is approximately 70% rental, with no new rental housing having been built in the City for over 20 years. Marketplace and Main was a “break-through” project for Hopkins in that it included 53 units of luxury market rate rental over retail shops on Hopkins' historic Mainstreet along with 7 “for sale” luxury Brownstone townhomes. In addition to the land-use issues, the project's site was on a contaminated former car dealership that required extensive remediation. From the project's proposal to ground-breaking, 3 years were spent in multiple neighborhood meetings, public hearings, rezoning, with 6 amendments to the development agreement.



**5 Central Apartments Osseo, MN:** <http://www.fivecentralapartments.com/>

Class A, 3-story, 140-unit multi-family building with 220,651 gross square feet. Located just off Central Avenue and 5<sup>th</sup> Street NW in Osseo, Minnesota, the site is a redevelopment of eleven (11) parcels, formerly residential and commercial lots. The project unit mix will be 90% market rate and 10% affordable rental units.



The Beard Group, Inc. was selected as the redeveloper for the City's formerly failed redevelopment project. Upon selection, The Beard Group informed the City and its EDA that, while the redevelopment project had been around for a decade, there hadn't been enough significant community engagement, and that the development process would have to extend 6 months to a year to both vet the project as well as the public financial support plan. Over the next 9 months the developer led 3 neighborhood meetings and the Economic Development Authority, Planning Commission and City Council each had 2 public hearings on the project, all before the Developer submitted an application. The end result was unanimous support at the Planning Commission and City Council, with only 1 dissenting vote at the Economic Development Authority.

## ***6. Preliminary Work Plan:***

We would support the "Collaborative Process" and its benchmarks and time frames defined in the Request for Letters of Interest

The Grandview Development frame work has tested community reaction to individual or specific uses but hasn't tested combinations of multiple uses. And it appears to our team, from the information provided, that only a mixed-use project will meet the specific community aspirations. Should a mixed-use plan move forward, community reaction to multiple uses and the proportionate share of those specific uses within a proposed project could extend this time line. However, one won't know this until a specific plan is put forward. It wouldn't be a surprise to see Stage 4 Public Evaluation of Alternatives take an additional 30-60 days.

Thank you for your consideration.