

**HOFF MALL EXPANSION**

**101 E. Main St & 111 S. First St**

**Mt. Horeb, WI**

**WEDC – Community Development Investment Grant**

**Attachment**

**Section C – 7**

The Hoff Mall Expansion project has great community support as per the attached letters.

We believe as well as the community leaders do, that an integral part of the revitalization to the downtown of Mt Horeb is to have the quality commercial space and housing that this project will provide. The project will also ease the public parking demands by providing the additional parking at 109 E. Front St.

The redevelopment of the much blighted and underutilized sites, of 111 S. First St. and 109 E. Front St., with the Hoff Mall Expansion will give a jump start to the recently created TID #5 with an additional \$2,493,500 in tax increment.

The Village and other community leaders recognize that the Hoff Mall Expansion will serve as a catalyst to future commercial development in the downtown.



# Village of Mount Horeb

138 E Main St

Mount Horeb, WI 53572

Phone (608) 437-6884/Fax (608) 437-3190

Email: [mhinfo@mounthorebwi.info](mailto:mhinfo@mounthorebwi.info) Website: [www.mounthorebwi.info](http://www.mounthorebwi.info)

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November 16, 2016

With the help of the WEDC, the Village of Mount Horeb has an excellent opportunity to revitalize a downtown commercial building and bring much needed residential housing to help spur downtown development. This project will also directly lead to increased value on two buildings in our downtown.

When researching how a downtown TIF could assist with the redevelopment with the core of Mount Horeb we toured a number of different municipalities that have been successful with downtown revitalizations. One common theme in this success was having residential properties within easy walking distance of the downtown to provide a customer base for the retail shops and restaurants.

The Gallina Companies have owned the historic Hoff Mall building in downtown Mount Horeb since 1986 providing a mix of retail shops and second floor residential. In 2001 Gallina Companies moved their corporate headquarters to the Hoff Mall bringing quality jobs to Mount Horeb's Main Street. For their next investment in Mount Horeb's downtown the Gallina Companies are proposing the construction of a 30-unit apartment building on an underutilized lot. Additionally they will be renovating their current historical mixed use building, Hoff Mall, on an adjacent lot. The project will include both onsite and offsite parking to help with the need for parking spaces in a vibrant downtown.

The primary focus of the commercial rehab project is to make better use of existing commercial space that has been vacant for years. The total investment to the two projects will produce around \$2.5 million dollars in increment for the Village's downtown TID.

The Village sees this as a corner stone development bringing much needed residents and customer base to enhance the existing downtown businesses and encourage new businesses to locate here. The Village of Mount Horeb fully supports the Gallina Companies Community Development Investment Grant application.

If you have any questions or would like to discuss this further please feel free to contact me.

Sincerely,

A handwritten signature in black ink that reads "Randy Littel".

Randy Littel  
Village President



# Mount Horeb Area Economic Development Corporation

[www.MountHorebAreaEDC.com](http://www.MountHorebAreaEDC.com)

November 14, 2016

To: Mr. Jason Scott, Region 4 Community Account Manager, WEDC  
Re: WEDC CDI Grant Application for Hoff Mall Expansion

I am writing this letter to offer the strong support of the Mount Horeb Area Economic Development Corporation (MHAEDC) for the application submitted by the Village of Mount Horeb on behalf of Hoff Mall Associates LLP for a downtown development project.

MHAEDC recognized the need to revitalize downtown Mount Horeb as part of our annual strategic plan in 2015. We are very pleased that Hoff Mall Associates has stepped up to this need by significantly updating the current structure and by adding much needed residential units in our downtown.

The Hoff Company General Store was opened in 1887 at 101-103 East main Street in Mount Horeb and continued in operation until 1984. Shortly thereafter the Hoff Mall Associates purchased the building and has operated it as a retail and office establishment ever since. The building was listed on the National Register in 1989 and is eligible as a Mount Horeb Historical Site. The expansion of the Hoff Mall to update the retail space and add residential space is critical to our downtown revitalization efforts. This appears to be the right project at the right time.

The leadership of MHAEDC understands that increasing the economic development of our community requires supporting existing businesses and continuing the expansion of housing options to make Mount Horeb a "walkable" community.

Please give positive consideration to the CDI grant application to help make this project possible.

Sincerely,

Brad Murphy,  
Executive Director

November 15, 2016

Mr. Jason Scott  
Region 4 Community Account Manager, WEDC

RE: WEDC CDI Grant Application for Gallina Companies/Hoff Mall Expansion Project.

Dear Mr. Scott:

The Mount Horeb Area Chamber of Commerce is excited to express our support for the Hoff Mall Expansion Project to the community of Mount Horeb.

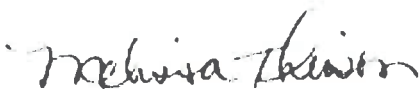
Investing in the downtown of a city is the only place-based way to benefit all of its businesses and citizens at once. The Gallina Companies is committed to creating and maintaining a vibrant downtown. The Hoff Mall Expansion project reflects the resources and opportunities to help our downtown remain lively and flourishing.

I am writing in support of the proposed Gallina Companies - Hoff Mall Expansion project and also appreciate the commitment the Gallina Companies has to Mount Horeb residents and our community to help strengthen our downtown and improve the lives of others. The Gallina project provides needed apartment space while easing the demands on public parking in the heart of downtown.

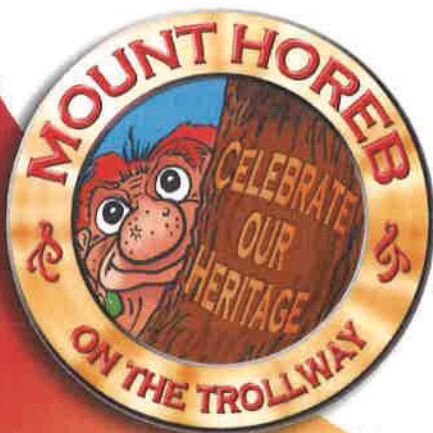
Downtown is the historic core of our community. Our buildings embody the community's past and our identity. Our historic buildings attract businesses, residents, and visitors. Retaining the character of these buildings is an important asset to Mount Horeb and the Gallina Companies has a proven track record and the Hoff Mall Expansion Project reflects that.

We appreciate you looking upon this project favorably.

Sincerely,



Melissa Theisen  
Executive Director  
Mount Horeb Area Chamber of Commerce



**MOUNT HOREB AREA CHAMBER OF COMMERCE**  
300 E. Main Street, Mount Horeb, WI 53572  
1-88TROLLWAY | 608-437-5914 | 608-437-1427 FAX  
trollway.com | info@trollway.com | facebook.com/mounthorebchamber



August 2, 2016

Mr. Nicholas Owen  
Village Administrator  
Village of Mt. Horeb  
138 E. Main Street  
Mt. Horeb, WI 53572

**RE: Support for the Proposed Gallina four-story apartment building adjacent to our offices**

Dear Mr. Owen:

I fully support the proposed four-story apartment building development plan that has been presented to the Village by the Gallina Corporation and its architects. Not only is the proposed design in keeping with the historical character of the downtown area, but the project will add to the re-vitalization of the downtown area and increase the Village's tax base. Furthermore, the project, with its planned controlled parking, will not add to the already "tight" parking situation in the downtown area.

Bringing quality multi-family housing to downtown areas is an important step in the revitalization of downtown areas, a strategy that already has proven itself in other Dane County cities/villages similar to Mt. Horeb.

Sincerely,

A handwritten signature in blue ink that reads "Steve Schlecht".

Steve Schlecht  
For **Schlecht Retail Ventures LLC**, and  
**Duluth Trading Co.**

August 3, 2016

Mr. Nic Owen  
Village Administrator  
Village of Mt. Horeb  
138 E. Main Street  
Mt. Horeb, WI 53572

Hello Nic,

I am writing in support of the proposed Gallina apartment building project that was presented at the Village Plan Commission meeting on July 27<sup>th</sup>. The Gallina project provides much needed apartment space in the heart of downtown and it would redevelop a significantly underutilized piece of property.

I am the current owner of the property at 108 S. 2<sup>nd</sup> Street in Mt. Horeb. My building is across the street to the southeast from the proposed apartment building and immediately adjacent to the proposed auxiliary parking lot.

The MHAEDC has recently presented their findings from visits to several other Wisconsin municipalities that have undergone successful revitalizations. A key in each of these communities was quality downtown housing.

The Gallina project appears well thought out and will complement the existing Hoff Mall nicely. I hope to see this proposal accepted by the Village.

Sincerely,



Steve Grundahl  
Midwest Prototyping  
SSMS Investments

***HOFF BISRO 101  
101 E. Main Street, Suite 100  
Mount Horeb, Wisconsin 53572***

August 12, 2016

Mr. Nicholas Owen  
Village Administrator  
Village of Mount Horeb  
138 E. Main Street  
Mount Horeb, Wisconsin 53572

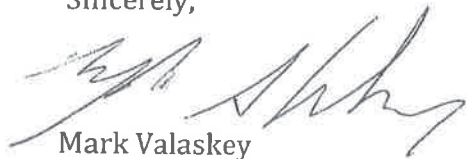
Dear Mr. Owen:

I am writing in support of the proposed Gallina Companies apartment building project that was presented at the Village Plan Commission meeting on July 27, 2016. I believe this project provides much needed apartment space in the heart of downtown, and it would redevelop an underutilized piece of property.

I am the Manager of Hoff Bistro 101 in the Hoff Mall, which is directly behind the proposed project.

I feel the Galina project has been well thought out and will complement the existing Hoff Mall nicely. I hope to see this proposal accepted by the Village.

Sincerely,



Mark Valaskey  
Manager