



c/o Operation HELP
901 4th Street Suite 214
Hudson, WI 54016
(715)386-1300
operationhelp.source@gmail.com

Norlake Building Project (727 2nd Street) Fact Sheet

Overview--

- The project involves the purchase and modification of the former Norlake Building at 727 2nd Street for multiuse office, storage and service space for nonprofit organizations.
- Owners of the property will be Operation HELP Inc. and Hudson Area Backpack and Food Programs through a partnership called St. Croix Outreach Alliance, LLC. The purchase will be completed, and title transferred, when rezoning and city approvals are completed.
- Planned building modifications include the addition of an elevator, changes to entrances on the north and west side to improve accessibility, and floor plan changes for the lower two levels.
- The parking lot will undergo improvements and surfacing resulting in 25 to 30 parking spaces.
- \$2.4 million has already been committed for the project by local foundations, businesses, and individuals.

Occupants of the Building--

- Primary occupants of the building will be Hudson Area Backpack and Food Programs and Operation HELP. Combined, the organizations have fewer than 3 FTEs total and employees who split their time between on-site and remote work.
- Space will also be made available to other local, small nonprofits with the potential to create 4 to 6 additional office and storage spaces.
- The main level on 2nd Street is under a continuing lease agreement with Norlake and no significant changes are planned for that level at this time.

Anticipated Activity/Traffic--

- Drive-through food distribution as currently offered at St. Pat's will not be conducted at the new space.
- Public hours of operation for the building will be Monday through Friday from 8 am to 6 pm.
- A common community meeting room on the second level will be used for board, committee, and other meetings which will occasionally take place during evening hours.
- Due to the need to schedule clients, the number of people projected to be in the building at any one time is 25. This number includes all clients, volunteers, staff, and any additional office tenants.
- The building's parking lot size is sufficient to handle all anticipated staff, clients, volunteers, tenants, and visitors.
- During peak client service hours of 10 am to 2 pm and 4 pm to 6 pm, traffic volume will be 9 to 12 people per hour.

2/12/2023

Frequently Asked Questions

Why is this location the right fit for these programs?

The location is the ideal fit for our nonprofits. Located in the heart of a nonprofit hub including the library and the Phipps. These nonprofits are assets to the community and to downtown. The building provides the size needed to house a nonprofit hub and with a central location it provides excellent access for clients. Most other options considered were too far out of town for our clients, and with no public transportation available they are difficult to access. We strongly feel that our use will provide a gradual transition from commercial to the residential north of downtown.

Will you have more or less traffic than Norlake did when they operated in the building?

We will have less. When Norlake occupied the building, they had about 75 employees and visitors per day.

Will you have a drive-thru service like you do at St. Patrick's Church?

No, the drive-through program will not be conducted at the Norlake site.

How are you going to control the amount of vehicle traffic?

Clients taking advantage of food resources will account for the largest volume of people coming to the site for service. Food clients will be limited to 1 visit per week per household. Food shopping and pick-up will move to an appointment-based model in the new facility. Intake procedures will also require clients to provide qualification information and only residents of St. Croix County will be served. These changes are anticipated to reduce the total number of people served compared to the numbers of people served by the drive-through program at St. Pat's. Although no one in need will be turned away, ineligible clients will be served and then directed to appropriate resources in their own community. Eligible clients will be served, then instructed how to schedule future visits.

How many food deliveries per week take place?

There will be two deliveries per week. Deliveries are typically made around 7 am in the parking lot by a single axel box truck, not a semi-truck and trailer.

What other nonprofit organizations will be tenants?

At this time, no other organizations are committed. Those that have expressed interest in space are similar in size to Operation HELP and Hudson Area Backpack and Food Programs. None have volunteer or direct client service needs like Operation HELP and Hudson Area Backpack and Food Programs.

Will you be able to park all the vehicles on your site?

We are not required to provide parking for all the vehicles visiting the site. We are required to meet the parking calculation per the City of Hudson ordinance and in the downtown Hudson B4 district that total number of stalls is reduced by 50 percent.

Do you anticipate the number of households you serve to grow at the downtown location?

Client service numbers for both Operation HELP and Hudson Backpack and Food Programs have been stable in recent years and not expected to change significantly. With limited visit restrictions, appointments requirement, and income qualifications for food programs, it is possible that numbers may actually contract at the downtown location.