



**JOHNSON-REILAND**  
**BUILDERS & REMODELERS**

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To: City of Northfield

Date: 07/01/2020

From: Johnson Reiland Builders and Remodelers

Regarding: Bluff View Phase 1

Here at Johnson Reiland we strive to stay true to our values of designing, marketing and building high-quality custom homes. As you may be aware, we have been building many new homes in the city since the last recession. More than ever, the majority of these homes have been designed and built for seniors. As we have heard many times before Northfield is an excellent place for seniors. With this said we cannot properly serve this market like we could because single family homes are difficult to build under 400K.

Today we are excited to offer some new products for the Senior market. Over the last few months we have been designing the new housing types you will see in this report. There will be distinct price points which we hope will start in the 275K-375+ (4-plex homes) and 330K-400+ Price Range (twin homes).

We all know that these are uncertain economic times. The need for quality affordable housing for seniors, and completion of more east/west routes in the city remain a high priority. Our analysis of the current market has show us that a measured approach to growth is essential. At this time we are proposing "phase 1" which will result in the completion of 1/2 the remaining portion of Ford Parkway and the street extension which also includes a spur of Aspen street. This addition would include 34 twin units and 12 townhomes. All of these homes are either slab on grade or barrier free homes with a basement (no steps).

We are looking at getting approval at this time from planning on these house designs so we can complete our planning for street and engineering. We are also requesting the ability to do the street work and possibly the grading as a public improvement project. The development tool will allow for minimized risk and allow the project to move forward this year with design and approval with the majority of construction commencing in early 2021.

Sincerely,  
Paul Reiland  
Special Projects coordinator

cc: Matthew and Michael Reiland

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