



City of West Bend
1115 South Main Street
West Bend, WI 53095

FOR IMMEDIATE RELEASE

Media Contact:
Jay Shambeau, City Administrator
(262) 335-5171
shambeauj@ci.west-bend.wi.us

Proposed Hotel and Office Development Downtown

West Bend, Wis. (May 6, 2019) – The City of West Bend has entered in to an agreement with RafRad LLC and Kinseth Hospitality with the intention of constructing a hotel and office building in the downtown. This exciting proposal is for a portion of the 8-acre former Gehl site on the corner of Water St. and Forest Ave. and will be a major development in what has become a vibrant and energetic city center.

In partnership with the Washington County Site Redevelopment Committee (SRC), the City of West Bend completed a hotel study specifically dedicated to the former Gehl site. City staff approached SRC and identified the site as a high priority redevelopment site.

Paul Stangl, of RafRad LLC, has been a driving force behind bringing a hotel to our downtown. Along with Kinseth Hospitality, Stangl has a history of successful hotel development. Many residents may be familiar with their developments and most specifically with their development of the Hampton Inn and Suites located in the City of West Bend.

Stangl had this to say about the community, “We feel that this project will not only fill a need in the downtown area but will further draw visitors and the community to the area.” The City of West Bend echoes this sentiment and is thrilled to be working in partnership with a development team that has a history of doing great things in multiple communities.

“We have many great initiatives happening in our downtown” states City Administrator Jay Shambeau. “Combine those with the positive citywide business and residential energy, there is no question why this makes a lot of sense.” With the east side of the Riverwalk near completion along with multiple nearby developments, the City of West Bend believes the downtown will continue to be a desirable destination to live, work and play. Recent focus on the downtown has paid huge dividends and the potential hotel development will become a cornerstone of progress for the city as a whole.

For updates on the development of the former Gehl site, follow the City of West Bend on Facebook.

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Hotel and office building to be developed on former Gehl property in downtown West Bend

Author: Judy Steffes | Posted In Business, Washington County, West Bend | No Comments

May 6, 2019 – West Bend, WI – The City of West Bend has entered in to an agreement with RafRad LLC and Kinseth Hospitality with the intention of constructing a hotel and office building in the downtown on a portion of the 8-acre site formerly home to Gehl on the southwest corner of Water Street and Forest Avenue.



In partnership with the Washington County Site Redevelopment Committee (SRC), the City of West Bend completed a hotel study specifically dedicated to the former Gehl site. City staff approached SRC and identified the site as a high-priority redevelopment site.

Paul Stangl, of RafRad LLC, has been a driving force behind bringing a hotel to our downtown. Along with Kinseth Hospitality, Stangl has a history of successful hotel development. Many residents may be familiar with their developments and most specifically with their development of the Hampton Inn and Suites located in the City of West Bend.

“We feel this project will not only fill a need in the downtown area but will further draw visitors and the community to the area,” said Stangl.

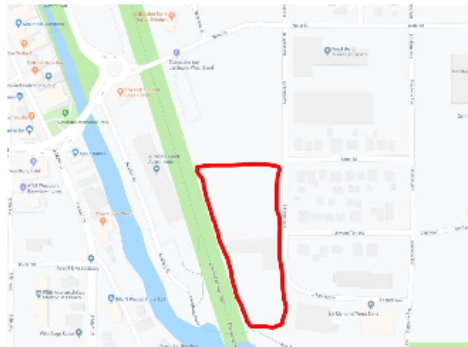
Proposed 5-to-6 story active senior living apartment-style complex proposed for former Gehl property in West Bend

Author: [Judy Steffes](#) | Posted In [Real Estate](#), [Washington County](#), [West Bend](#) | [No Comments](#)

June 3, 2019 – West Bend, WI – A proposed five to six-story active senior living apartment-style complex is being proposed near downtown West Bend. The site is a 4.45-acre parcel on the south end of the former Gehl property just to the west of S. Forest Avenue.

RTN Development, LLC, based in Minnesota, stepped forward with the proposal and in closed session at Monday night's, June 3, Common Council meeting entered into an agreement with the City. The purchase of the property is still being negotiated.

Todd Novaczyk, is CEO with RTN Development. "This will be a market-rate rental," said Novaczyk. "There will be about 130 to 150 units with underground parking."



The project, according to Novaczyk, is to be completed in partnership with [New Perspective Senior Living](#), the very same organization serving the West Bend community with independent living, assisted living and memory care on Continental Drive.

That former Gehl Company property had been under remediation for the past 7+ years.

The northern end of the Gehl lot will also be under development as the City announced an agreement on May 6, 2019 with RafRad LLC and Kinseth Hospitality with the intention of constructing a [hotel and office building in the downtown](#) on a portion of the 8-acre site formerly home to Gehl on the southwest corner of Water Street and Forest Avenue.

Novaczyk said the timeline on the apartment development hinges on a number of factors. "If we can get through City Council and get our plans done and get approvals, we could conceivably break ground this fall," he said.



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VIDEO | Construction progress at new TownePlace Suites in West Bend

Author: [Judy Steffes](#) | Posted In [Business](#), [Washington County](#), [West Bend](#) | [No Comments](#)

May 1, 2020 – West Bend, WI – Progress is swift as construction of the new 68-room Marriott TownePlace extended stay hotel is well underway at the former Gehl Company manufacturing facility in downtown West Bend.



The sale of 3.3 acres in Downtown West Bend has been sold from the City of West Bend to construct and manage and 16,000-square-foot multi-tenant commercial office building in the heart of downtown.



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Paul Stangl of RafRad LLC led the purchase on behalf of the Downtown West Bend Hotel Associates (DWBHA).

DWBHA has partnered on the development with Iowa-based Kineth Hospitality Companies and American Companies.

A portion of the site is formerly home to Gehl Company's manufacturing facility.



DWBHA has partnered on the development with Iowa-based Kineth Hospitality Companies and American Companies to construct and manage a new 68-room Marriott TownePlace extended stay hotel and 16,000-square-foot multi-tenant commercial office building.

The same group was also part of the development team for the Hampton Inn and Suites on 18th Avenue in West Bend, managed by Kineth since opening in 2008. Construction began this spring.



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The City of West Bend acquired the property from Gehl Company (now Manitou Americas) in 2008 when it relocated its headquarters to a larger site two blocks east. Recognizing the potential for the site located in the heart of downtown West Bend, the City took on the responsibility of the remediation and demolition of the multiple buildings that were obsolete for future manufacturing.

"This is an extraordinary location for a hotel," said City Administrator Jay Shambeau. "Visitors will have the unique opportunity to explore and enjoy downtown West Bend. They can frequent our thriving restaurants and shops, the Riverwalk, Eisenbahn State Trail, farmer's market, Museum of Wisconsin Art, and newly-renovated Historic West Bend Theatre, all within walking distance."



West Bend is a founding member of the Washington County Site Redevelopment Program (SRP). The SRP was awarded two U.S. Environmental Protection Agency (EPA) Brownfield grants and contributed \$18,000 for a Hotel Market Demand Study by Patek Hospitality Consultants, Inc. which determined current and future demand for hotel accommodations in the market area. The study proved the viability for the hotel and was instrumental in securing the interest of Marriott and the development team.

The site was considered by other developers in the past, primarily for apartment buildings and commercial office space. "We knew this site had high potential for redevelopment and are pleased to present the first hotel located in downtown West Bend," said Kraig Sadownikow, President of American Construction Services and American Architectural Group. "This is the type of project will enhance the community and attract new visitors and businesses."

Approximately 7,000-square-feet of Class A office space is available for lease within the new office building. For details, please contact Adam Williquette of American Commercial Real Estate at (262) 424-3217.



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Tags: [American Companies](#), [Development](#), [TownePlace Suites](#), [West Bend](#)

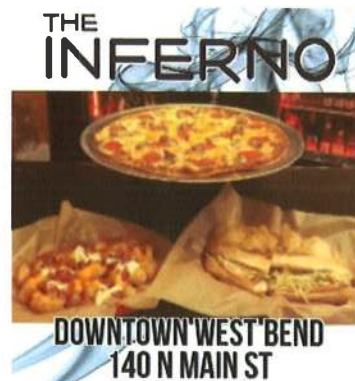
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West Bend receives \$500K Idle Sites Redevelopment grant

WEST BEND — The city has received its first Idle Sites Redevelopment Program grant worth \$500,000 from the Wisconsin Economic Development Corporation (WEDC). The program exists for Wisconsin communities to implement redevelopment plans for large commercial or industrial sites that have been idle, abandoned or underutilized for a period of at least five years. West Bend will use these funds to offset the costs of road infrastructure within TIF 12, specifically Forest Avenue, in conjunction with site redevelopment of the former 8-acre Gehl site.

“For more than a decade, the former Gehl site has been prepped for development and this grant will take us across the finish line,” said Economic Development Manager Adam Gitter. “This funding will help continue the positive momentum of our down-

town as it grows and attracts new visitors.”

West Bend acquired the property from Gehl Company (now Manitou Americas) in 2008 when it relocated its headquarters to a larger site two blocks east. Recognizing the potential for the site in the heart of downtown, the city took on the responsibility of the remediation and demolition of the multiple buildings that were obsolete for future manufacturing. In 2019, the project site was divided into two sections to allow for multiple major developments. The northern portion will include a 68-room Marriott TownePlace extended stay hotel and 16,000-square-foot multi-tenant commercial office building. The southern portion will offer a multiuse entertainment venue and multifamily apartment structure. Site construction on the

northern portion is currently in progress while negotiations are taking place for the southern portion.

“West Bend has a rich history in supporting development and varied industry,” said Mayor Christophe E. Jenkins. “I am proud to continue that tradition by supporting these efforts and our team. By redeveloping this large, vacant site, downtown West Bend will support new business, jobs and economic impact.”

Since April 2018, WEDC has identified West Bend as a choice location for investments. WEDC has awarded a total of \$900,000 in grants to the city, including:

- \$150,000 Site Assessment Grant
 - \$250,000 Community Development Investment Grant (CDI)
 - \$500,000 Idle Sites Grant
- The Idle Sites Redevelop-



Submitted photo

West Bend will be using its \$500,000 Idle Sites Redevelopment Program grant to offset road infrastructure costs within TIF 12, specifically Forest Avenue, in conjunction with site redevelopment of the former 8-acre Gehl site.

ment Program grant will enable the city to overcome the potential economic and site shortfalls that may have prevented redeveloping the site. The grant will match up to 30% of the total project

cost. Completion of the project is slated for December 2021.

“Downtowns are the heart of Wisconsin’s communities,” said WEDC Secretary and CEO Missy Hughes. “The

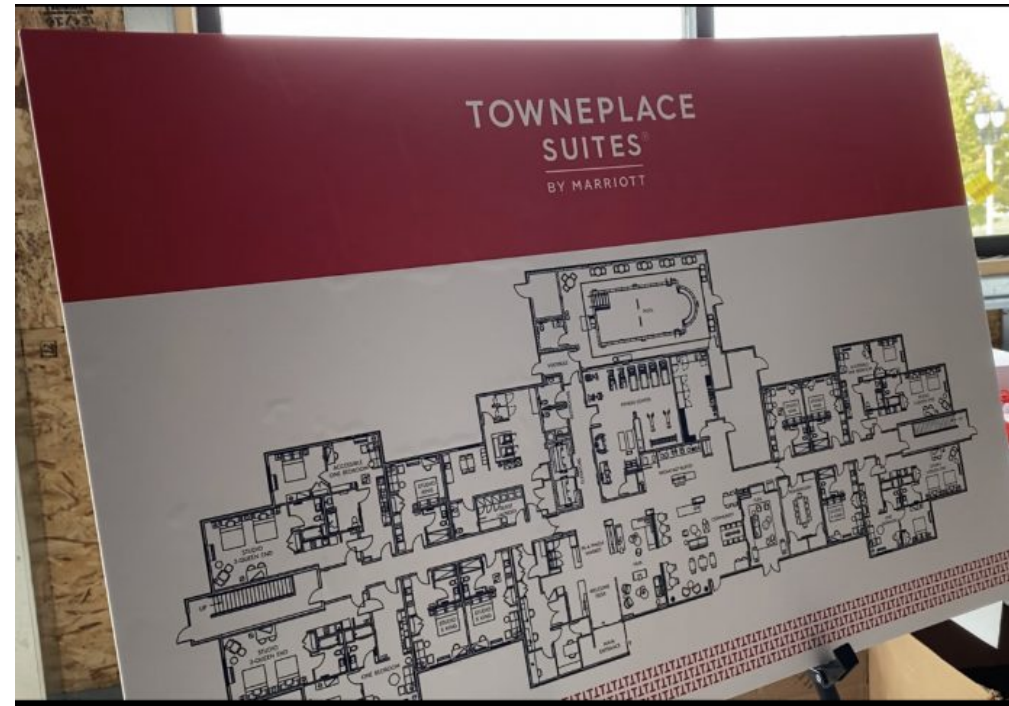
city of West Bend has shown a great commitment to making its downtown a place where folks want to live, shop, and spend time. WEDC is pleased to invest in this community.”

VIDEO | Groundbreaking for Marriott TownePlace Suites in West Bend

By **Judy Steffes** - October 25, 2020

West Bend, WI – There was a groundbreaking ceremony for the new West Bend Marriott TownePlace Suites and Water Street Suites, the two projects on Water Street and S. Forest Avenue.

The new 68-room extended stay hotel is under construction in the former Gehl Company manufacturing site.



Iowa-based Kineth Hospitality Companies and [locally owned American Companies](#) have teamed up on the project. The two firms were also part of the development team for the Hampton Inn and Suites on 18th Avenue in West Bend; it has been managed by Kineth since opening in 2008.





American Companies President Kraig Sadownikow said, "Bringing Marriott is exciting to have the two top hotel brands in our hometown. This development is really exciting to see."

A portion of the hotel and office property site is formerly home to Gehl Company's manufacturing facility.



Kinseth Hospitality Companies and American Companies will manage the new hotel and 16,000-square-foot neighboring multi-tenant commercial office building.



The site was considered by other developers in the past, primarily for apartment buildings and commercial office space.

"We knew this site had high potential for redevelopment and are pleased to present the first hotel located in downtown West Bend," said Sadownikow. "This is the type of project will enhance the community and attract new visitors and businesses."



Approximately 7,000-square-feet of Class A office space is available for lease within the new office building.

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Judy Steffes

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COMMERCIAL REAL ESTATE

120 apartments to complete West Bend's redevelopment of former Gehl HQ



A rendering of the proposed new West Bend apartments

AMERICAN COS.

By Sean Ryan
Reporter, Milwaukee Business Journal

Jul 30, 2020, 3:23pm EDT

West Bend accepted a developer's \$1 offer to buy 4.4 vacant acres on the former Gehl Co. manufacturing property for a 120-unit apartment project.

If finalized, the market-rate apartments would complete the city's years-long effort to clean and redevelop the former Gehl property. City officials earlier this year completed a \$1 sale of 3.3 acres at the Gehl property for a 68-room Marriott TownePlace Suites and 16,000-square-foot office building. Those buildings are under construction now.

Former West Bend Mayor [Kraig Sadownikow](#) is involved in those buildings and the new apartments through his American Cos. real estate and construction firm. He left the mayor's office in 2019 to avoid any conflicts regarding the Gehl redevelopments.

"There is a strong demand for a new facility that offers enclosed parking, modern amenities and an unbeatable location," Sadownikow said of the apartments.

West Bend officials this week announced the sale agreement. The city will consider detailed plans for the

three-story apartment building later this year. Under the land sale agreement, the completed apartment building must create at least \$16.5 million in new taxable property value.

The land sale agreement is with Trail's Edge WB LLC, which is registered to [David Decker](#) of Brookfield apartment owner and manager Decker Properties Inc.

The 7.7-acre former Gehl site is at Water Street and South Forest Avenue, across the Milwaukee River from West Bend's downtown. City officials acquired the land in 2010 and led a cleanup effort for its redevelopment. The city since 2017 has [issued requests for proposals](#) for the land and fielded projects from other developers that never moved forward.

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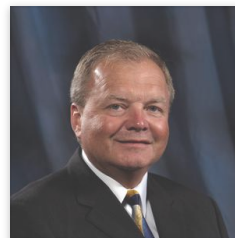
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https://www.gmtoday.com/business/marriott-towneplace-suites-now-open-in-west-bend/article_e20a5b64-bd53-11eb-bd72-57a70e211a51.html

BREAKING

Marriott TownePlace Suites now open in West Bend

By Kendra Lamer

May 25, 2021



TownePlace Suites by Marriott is now open in downtown West Bend. The building is part of a redevelopment of the former Gehl site, which also includes the Trail's Edge apartments and the Water Street Suites.

Kendra Lamer/Daily News Staff

WEST BEND — The Marriott TownePlace Suites at the former Gehl site, 175 E. Water St. are now open. The four-story 68-room extended stay hotel officially opened its doors on May 7, hotel management said.



Each suite features a full kitchen complete with a dishwasher, microwave, refrigerator, stove, silverware, dishes and pots and pans. The building has a 24-hour fitness center, swimming pool, on-site guest laundry and boardroom that holds up to 10 people, as well as a fire pit and two grills outside. Breakfasts are currently scaled back due to COVID-19, but the hotel will serve breakfast with a full, complimentary hot breakfast bar in the future. The hotel is also pet friendly, allowing two pets per room with an additional fee.

Kinseth Hospitality Company, which manages the hotel, and American Companies broke ground on the project in October 2020. KHC also constructed the Hampton Inn & Suites in West Bend in 2007.

The hotel is part of the redevelopment of the former Gehl site, which also includes the Trail's Edge WB apartments, a three-story, 120-unit multi-family apartment building. The 4.4-acre parcel will have 108 parking stalls, four barrier-free parking stalls and 124 underground stalls. Public sidewalks at the location will allow for pedestrian access to and from the location, and is a short walk from South Main Street and the Eisenbahn Trail.

Also on the site is a 16,000-square-foot multi-tenant commercial office building called the Water Street Suites. Stifel Financial Corporation is the anchor tenant of the commercial building. The business relocated its office to the new location in February this year.

American Companies led the design and construction of the new developments.

The hotel, apartment complex and commercial building will benefit Tax Incremental Finance District 12.

More information about the Marriott TownePlace Suites, as well as booking, can be found at www.marriott.com/hotels/fact-sheet/travel/mketw-towneplace-suitesmilwaukee-west-bend/.



https://www.gmtoday.com/business/groundbreaking-ribbon-cutting-held-at-former-gehl-site/article_b8329d20-db2f-11eb-a658-cf22c1371f83.html

BREAKING

Groundbreaking, ribbon cutting held at former Gehl site Marriott TownePlace Suites open; Trail's Edge Apartments construction begins

By Kendra Lamer

Jul 2, 2021



American Companies President Kraig Sadownikow, Washington County Executive Josh Schoemann, Kinseth Hospitality Company Executive Vice President Bruce Kinseth, Kinseth Hospitality Company President Les Kinseth, West Bend Area Chamber of Commerce Executive Director Craig Farrell and City Administrator Jay Shambeau cut the ribbon on the Marriott TownePlace Suites.

Kendra Lamer/Daily News Staff

WEST BEND — West Bend had two reasons to celebrate Thursday with the groundbreaking of the future Trail's Edge Apartments at noon followed with an official ribbon-cutting for the new Marriott TownePlace Suites.

Both projects are part of the reconstruction of the former Gehl site on Water Street.

The Trail's Edge Apartments will be a three-story building consisting of 120 dwellings. The building is in walking distance of downtown West Bend, the Eisenbahn Trail and Riverwalk.

Kraig Sadownikow is president of American Companies, which led the projects. Sadownikow said he takes a drive through the hotel's parking lot a couple times a day. Last week, he counted 48 cars in the lot with license plates from eight different states.

"We're estimating that it will be 150 to 200 new residents in our downtown using our facilities, eating at our restaurants, shopping at our retail," said Sadownikow.

About \$10 million has been put into the site, with an additional \$20 million underway in development.

Following the groundbreaking, leaders with Kinseth Hospitality Companies (KHC), West Bend and Washington County held a ribbon-cutting ceremony in front of the Marriott TownePlace Suites.

KHC and American Companies broke ground on the Marriott TownePlace Suites in October 2020. KHC also constructed the Hampton Inn & Suites in West Bend in 2007.

The hotel is a 68-room extended-stay hotel with a full kitchen in every suite. It features a 24-hour fitness center, swimming pool, onsite guest laundry and boardroom that holds up to 10 people, as well as a fire pit and two grills outside.

The ribbon cutting was Craig Farrell's last act as executive director of the West Bend Area Chamber of Commerce. Farrell is retiring today, but wanted to make a final appearance at the ribbon cutting.

"This is not only a wonderful day, but this is a wonderful hotel for West Bend," said Farrell. "It is certainly a great addition to our community. We've always had a need for additional hotels, particularly when we have Cache Ba\$h or other events like that that are bringing people from all over the United States and from outside."

“For those of you who are familiar with this community, seeing the transformation that’s taken place on this piece of property over the last 25 years or so is quite remarkable,” said County Executive Josh Schoemann.

He explained that the county has been partnering with West Bend and other municipalities across Washington County to revamp brownfield sites, in partnership with the federal government and Environmental Protection Agency.

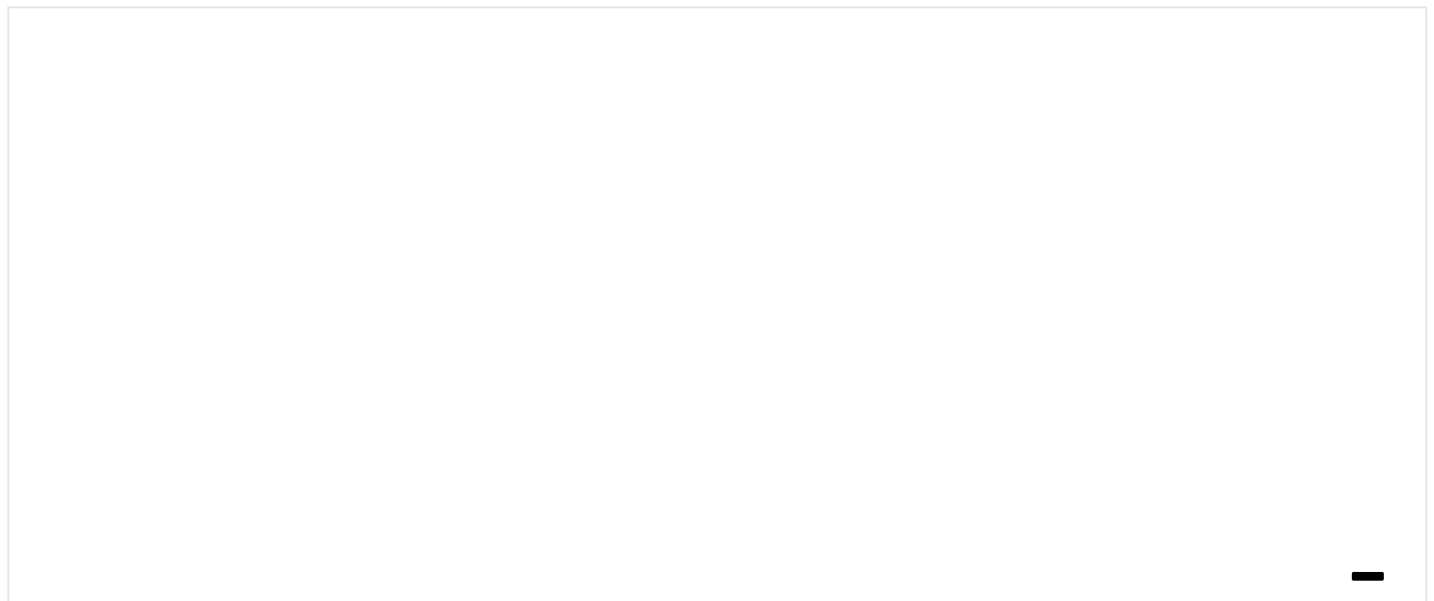
“Our Site Redevelopment Committee and Site Redevelopment Program over the last several years have really helped to transform sites just like this,” said Schoemann. He added the Site Redevelopment Program contributed \$18,000 just for the hotel.

“The development that you see before you today is nothing short of remarkable to transform this area in our downtown,” said City Administrator Jay Shambeau.

Representatives of KHC also attended the ribbon cutting.

“We opened at a good time with the pandemic subsiding and the hotel industry rebounding,” said Bruce Kinseth, executive vice president of KHC. He explained the challenges of constructing a hotel during the COVID-19 pandemic and not knowing what will happen once it opens. As with other industries, hiring has been a challenge. KHC brought in other employees to help “jump start” the hotel’s opening.

Also on the site is the Water Street Suites, a 16,000-square-foot commercial office building. Stifel Financial Corporation is the building’s anchor tenant.





Ribbon cutting at the Marriott TownePlace Suites in West Bend

By Kendra Lamer - Daily News Staff Updated Jul 2, 2021