

POSTBULLETIN

Heard on the Street: New office building planned for NW Rochester

- Jeff Kiger
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Edina-based **New Era Development** is starting the permitting process to build a new 40,000-square-foot office building along West Circle Drive.

New Era submitted a site development plan to the city earlier this week for a two-story building at 3701 40th Ave. NW, to be called the **Valley High Business Center Phase III**. It will, unsurprisingly, stand next to New Era's **Phase I and Phase II Valley High Business Center** buildings.

The staff at New Era haven't said much yet about the timeline for the project or potential tenants.

However, the site development permit called it the "WSB Building." A brochure marketing the future building shows 20,000 square feet already pre-leased, though it doesn't list the tenant.

Minneapolis-based **WSB & Associates** is an engineering and design firm that expanded into the Med City market in 2013. It acquired the Rochester-based **McGhie & Betts Inc.** WSB now has two Rochester offices, one downtown and Third Avenue Southeast.

If WSB actually does lease space in the planned New Era building, it will become the neighbor of **Widseth Smith Nolting**, or WSN. WSN is a Crookston-based engineering and planning company that has Rochester offices in the recently renovated complex at 3777 40th Ave. NW.

The two Valley High Business Center buildings and the future phase II are only part of New Era's Rochester portfolio

Venstar LLC, founded by **Brenda Radichel Quaye** in 1999, formed New Era to develop projects in Rochester.

New Era owns a large, open chunk of land on the southwest corner of the intersection of 19th Street Northwest and West Circle Drive. It is planned to be the home of a build-to-suit development called **Creekside**. Available lot sizes range from 1.13 acre to 4.22 acres.

New Era first proposed Creekside in the fall of 2007, just before the economic recession. In 2016, the firm updated its plans and began marketing the project.

The Radichel family, of Mankato, which is behind Venstar LLC and its affiliate, New Era, has owned the land for about 30 years.

Venstar and New Era also own the **Cascade Park** commercial center on Ninth Street Northwest, behind **Kwik Trip**.