



## **REQUEST FOR PROPOSALS**

### **East Town Plaza Redevelopment**



**City of Wisconsin Rapids**

444 West Grand Avenue, Wisconsin Rapids, WI  
54495

May 2018

May 1, 2018

Dear Development Partners,

The City of Wisconsin Rapids is excited to provide this request for proposals for the redevelopment of the property known as East Town Plaza located at 130 2nd Street North in the downtown riverfront district. The City purchased the building and identified it as having the potential to be redeveloped into a mixed use building to enhance the vitality of the district. With the right partner, this project can support and take advantage of the redevelopment activities and investments underway within the downtown.

Wisconsin Rapids has committed to several projects targeted towards improving the quality of life for residents and visitors while enhancing our community character. Projects like the recently completed splash pad, planned regional aquatic recreation complex, and riverbank improvements all aim to show the City's commitment to investing in ourselves to make the area more attractive to private investment and residents. Other major projects underway in the downtown riverfront district, such as the City led redevelopment of the "Triangle Block", the Tribune Project, and the YMCA and Boys & Girls Club redevelopment of the Rapids Mall, are all working to bring a renewed face and vibrancy to the district.

Even before the current projects got underway, the City saw increased levels of property acquisition and reinvestment within our downtown riverfront district and this project will continue that trend. The City's intent in purchasing the building, completing the necessary environmental remediation, and substantially completing interior demolition, was to remove the real and perceived barriers to making this redevelopment project a success alongside the existing successful operations today.

The City of Wisconsin Rapids is centrally located within the state with a population just under 20,000 and a regional population of over 40,000. In addition to the stabilization of the paper industry within the region, the City has also seen an increased diversity in the employment base including food processing, educational 'tech' software, and medical services. Young Professionals are replacing 'boomers' and are creating a new demand for a vibrant downtown that offers a diversity of goods, services, and entertainment.

My staff is ready to assist as you prepare a vision for this important infill redevelopment opportunity in our City. Please contact our Community Development Director, Adam Tegen at [ategen@wirapids.org](mailto:ategen@wirapids.org) or 715-421-8225 if you have any questions, or visit our website at [www.growrapids.com](http://www.growrapids.com) for more information.

Sincerely,

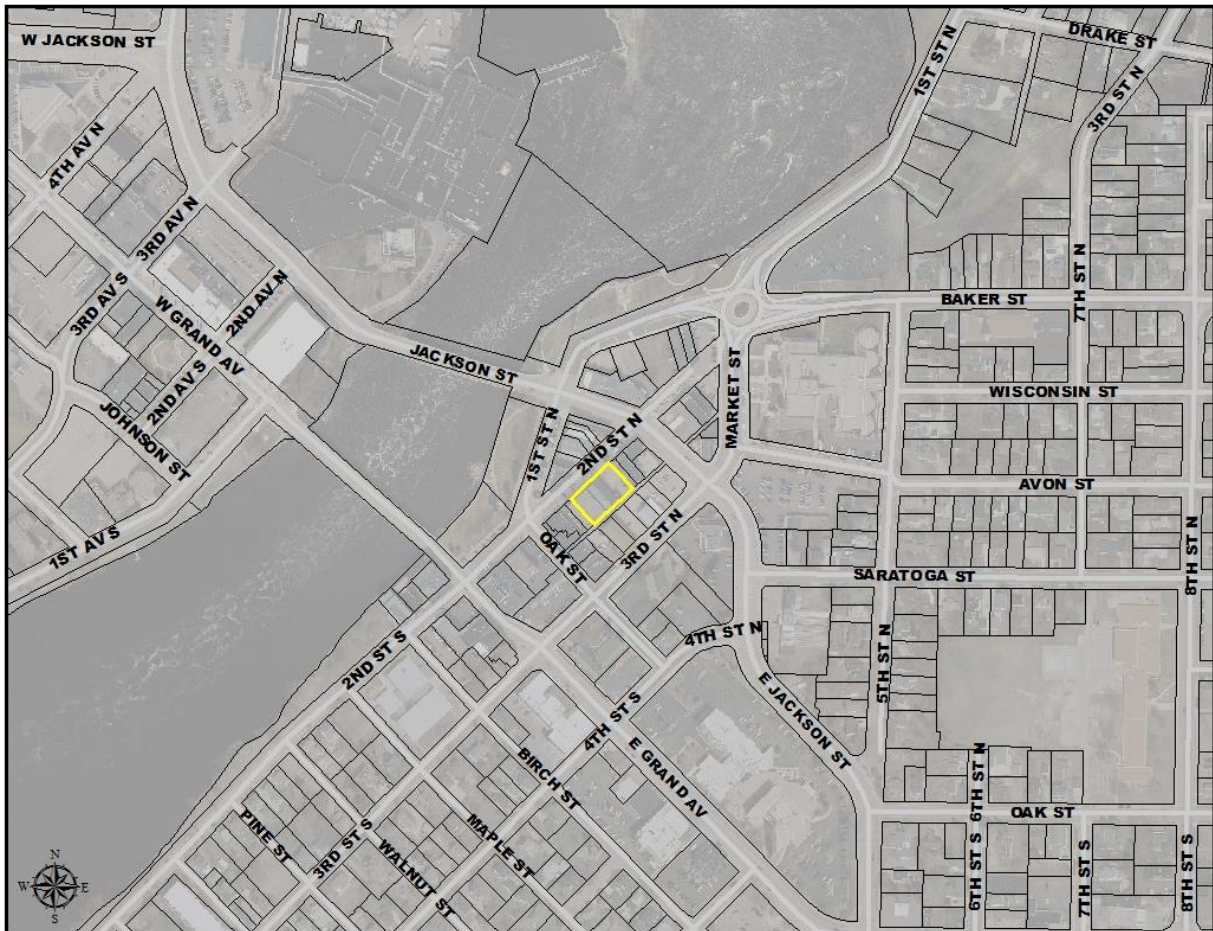
Zachary Vruwink  
Mayor

# ***Request for Proposal***

**City of Wisconsin Rapids  
Community Development Department  
444 West Grand Avenue  
Wisconsin Rapids, WI 54495  
(715) 421-8225**

## **Project and Property Overview**

The City of Wisconsin Rapids is seeking proposals for the redevelopment of a 14,000 square foot one and two story commercial building. The qualified developer will be interested in pursuing the redevelopment of a mixed-use building with the potential for residential, office, retail, and indoor parking. The property is strategically located on the east side of the downtown waterfront district close to employment and entertainment. More specifically, the property is located at the mid-block of 2nd Street North between East Jackson Street and Oak Street as shown here:



A one and two story building with accessory asphalt parking lot currently exists on the property. The northern one-story portion of the building was originally built as an auto dealer/repair shop and the southern two-story portion of the building was originally constructed as a furniture store. The most recent renovation and use of the building occurred in 1979 when they were connected and converted to office buildings. The City has undertaken several projects to prepare the property for redevelopment. Asbestos and lead remediation on the interior of the building has been completed, along with a partial interior demolition of the structure. Groundwater monitoring and reporting has been completed, with the City working to obtain a closure letter from the WDNR.





### **East Town Plaza Redevelopment & Design Considerations**

The City of Wisconsin Rapids is looking to sell the property to the selected developer in connection with a development agreement which would detail out minimum standards for the development.

The design should, at a minimum:

- Utilize the 2nd story of the southern portion of the building for residential units.
- Utilize the 1st story of the southern portion of the building for restaurant/entertainment/retail/office uses that activate the street level.
- Consider utilization of the eastern half of the northerly portion of the building as indoor parking/storage with the possibility of the street facing portion as retail/office.
- Provide for renovations to restore the facade with a masonry or brick facade consistent with the Downtown Waterfront Plan Architectural Design Guidelines [https://drive.google.com/open?id=1-PvEb15F1LkWjTdRz\\_muGj9V4dTI1RIE](https://drive.google.com/open?id=1-PvEb15F1LkWjTdRz_muGj9V4dTI1RIE)
- Provide for interior finishes with quality material options.

### **Important Dates**

In addition to the important dates below, the City of Wisconsin Rapids is happy to coordinate a tour of the site and make staff available answer any questions prior to the submittal deadline on **June 29, 2018** at 4:30 p.m. Please contact our staff to arrange your tour or Q&A session.

- |                                  |                  |
|----------------------------------|------------------|
| 1. RFP Released                  | May 1, 2018      |
| 2. Proposal Due Date             | June 29, 2018    |
| 3. Review of Proposals           | July 1 – 5, 2018 |
| 4. Final Selection Discussion    | July 9, 2018     |
| 5. Potential City Council Action | July 16, 2018    |

### **Proposal Format and Required Information**

1. **Executive Summary:** Provide a summary of the developer's responses to the RFP. The Executive Summary should articulate the developer's vision for the site, provide a brief overview of the renovation styles and plans, and should identify the main benefits of the proposed project.
2. **Approach:** Describe the proposed team or partners including the project team responsibilities and their areas of expertise.
3. **Project Deliverables:** Include descriptions and plans of the proposed layout, amenities, and facade plans for the building.
4. **Project Management Approach:** Include relevant experience of the development team including their qualifications and relevant experience.
5. **Level of Investment and Financial Viability:** Developers shall include a project construction budget based on the proposed renovations. Developer shall provide the status of their organization and a brief financial history. The developer shall provide a statement regarding any debarments, suspensions, bankruptcy and/or loan defaults.
6. **Successful Development Examples:** Include detailed descriptions/photos/plans of other successful redevelopment projects completed.
7. **Development Organization Overview:** Provide the following information about your company:
  - Official registered name (Corporate, D.B.A., Partnership, etc.)
  - Address
  - Main contact numbers and email.
  - Key contact name, title, address (if different from above address), direct telephone and e-mail.
  - Person authorized to contractually bind the organization for any proposal against this RFP.
  - Brief history, including year established and number of years your development team has taken on similar projects.
8. **Scope:** Propose a project implementation timeline for the project to be completed.

### **Costs of Proposal**

Any costs incurred in the development of the Response to this Request for Proposals are borne by the developer. The City of Wisconsin Rapids is not responsible for any costs incurred by the developer in formulating a response, or any other costs incurred such as mailing expenses.

### **Evaluation Criteria**

Weighting of criteria is used by the City as a tool in selecting the best proposal. The City may change criteria and criteria weights at any time. Evaluation scores or ranks do not create any right in or expectation of a contract award. Proposals will be evaluated on the accuracy and responsiveness of the developer. Background checks and references will also be considered. Evaluation of offers will be based upon the developer's responsiveness to the RFP and the quality of investment and usefulness. The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a developer (out of a total of 100):

- *Proposal satisfies or exceeds the minimum on the City's goal for the property.*  
**30 Points**
- *Proposal maximizes the use of the property, increases taxable value, and value offered to acquire the property.*  
**20 Points**
- *Developer has a successful track record and the professional capacity to complete the redevelopment of the property.*  
**20 Points**
- *Developer has the financial wherewithal and backing to complete the project.*

**10 Points**

- *Developer's credentials, financials and accreditations are current and in good standing.*

**10 Points**

- *Availability of high-quality personnel with the required skills to complete the project.*

**10 Points**

The response that is deemed to be the most advantageous for the City shall be termed the best project. Consideration will be given to cost, level of investment, functionality, and other factors. A selection committee at the City of Wisconsin Rapids may be composed of members from the Common Council, Community Development, Finance, City Attorney, Engineering, and Public Works Departments.

**Proposal Formats**

Submitted proposals shall meet the following criteria:

1. A minimum of 5 hard copies of the proposals shall be prepared on standard 8 1/2" X 11" letter-size paper; Maps and drawings may be prepared on 11" x 17" tabloid paper.
2. A digital copy of the proposal shall be provided to the City at: [ategen@wirapids.org](mailto:ategen@wirapids.org)

**Disclaimers**

The City of Wisconsin Rapids reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential developer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract/right to develop.

**Development Agreement**

Developer's proposal in response to this RFP will be incorporated into a final Development Agreement between the City of Wisconsin Rapids and the Developer and the selected vendor(s) of the Developer.

**Submittal Deadline**

Proposals must be received by **4:30 p.m. on Friday, June 29, 2018** to the attention of:

Adam Tegen  
Community Development  
444 West Grand Avenue  
Wisconsin Rapids, WI 54495  
Phone: 715-421-8225  
[ategen@wirapids.org](mailto:ategen@wirapids.org)