

Request for Redevelopment Proposal

123 N Broadway, City of De Pere

Introduction and Summary

The City of De Pere (City) seeks redevelopment proposals for a development opportunity of a 10,498 s.f. City owned parcel located at 123 N Broadway (ED-769). The City will consider proposals from qualified developers interested in constructing a high quality mixed-use building. Proposals must be received by the Development Services Department at City Hall, 335 S. Broadway, De Pere, WI 54115 no later than 4:00 p.m. on **January 14, 2019**.

City of De Pere

The 25,000 people who call De Pere, Wisconsin home know that the community provides a high quality of life in the Greater Green Bay metropolitan area. The excellent schools, a dynamic downtown, successful business parks and safe neighborhoods served by ample parks and natural areas have resulted in considerable loyalty and community pride among residents.

The residences, businesses and commercial areas are connected with a transportation and green space network that accommodates cars, bikes and pedestrians. The beautiful Fox River is the focal point of the City Center and the Claude Allouez Bridge unites the two sides of our dynamic downtown. Whether you are on the east side or west side, historic buildings thoughtfully blend with new redevelopment to provide a mix of housing, employment, shopping, dining and entertainment.



Downtown Vision

In 2010, the City completed a *Downtown Master Plan* that sets a vision for the future of Downtown De Pere and outlines areas for redevelopment. The City Comprehensive Plan and Zoning Code also establish design and development guidelines.

The Downtown Master Plan did not specifically include this site as a redevelopment project. However, redevelopment of the lot aligns with many of the goals of the Downtown Master Plan, including:

- Increasing business and private investment (encourage new private investment)
- Adding life to the District (activate underused sites)
- Creating new neighborhoods in the downtown (increase residential)

PROJECT GOALS

MAKE DOWNTOWN A DESTINATION THAT:

- Attracts more residents and visitors
- Has increased vibrancy and vitality
- Is connected to the Fox River
- Is a walkable and unified district
- Provides ample opportunity for public art and cultural amenities

LEVERAGE THE POTENTIAL MULVA CULTURAL CENTER AS A CATALYST TO:

- Promote economic growth
- Emphasize cultural arts

PRESERVE THE CHARM AND QUALITY OF DOWNTOWN DE PERE BY:

- Maintaining existing historic buildings
- Complementing historic character with new development that has an appropriate scale and articulation while strategically locating higher density development to accommodate growth and preserve character
- Balance growth with change, including traffic and parking needs
- Providing a balanced program that serves all ages

2018 Cultural District Master Plan Goals

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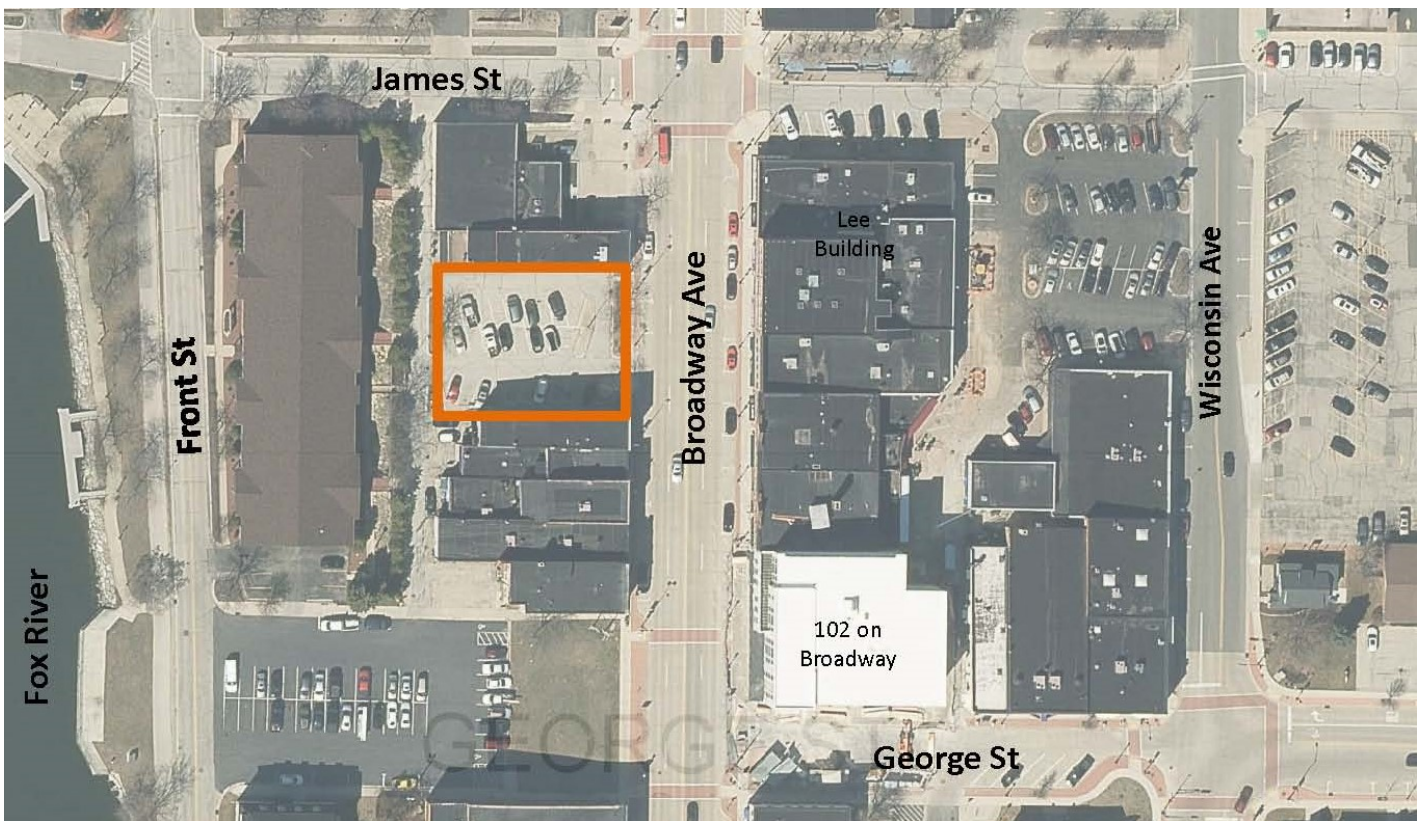
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In 2018, the City amended the Downtown Master Plan by including a Cultural District Master Plan with specific recommendations for the East Side of Downtown De Pere. This plan included a market study indicating a demand for residential development in Downtown De Pere. Other plan recommendations include:

- Building height of 2-4 stories for this property.
- Design guidelines that recommend the use of articulation and architectural features that create depth and rhythm along the building.
- Consideration of creative setbacks in order to increase the pedestrian realm along Broadway.
- Maintain an urban form by minimizing or eliminating surface parking and developing multi-story buildings that increase downtown density while preserving existing character.

The Site

The site (Parcel ED-769) is located on the west side of Broadway Ave, just north of the former bridge approach (George Street Landing) and is approximately .24 acres (10,498 s.f.) in size. This parcel is similar in size to the recently developed 102 on Broadway building. Two existing buildings, with historic character, frame the site on the north and south sides. An alley, with pedestrian access into an existing apartment building, forms the west boundary of the property. The property currently provides approximately 27 long-term public parking stalls. The design and circulation of the lot maximizes the parking total, but is confusing and challenging to navigate.



The 102 on Broadway building is located across the street and slightly southeast of the subject property. This five story building offers 29 luxury apartment units and 2 small commercial spaces. Completed in 2017, the project has been very successful and was recently awarded 'Best New Building' by the Wisconsin Economic Development Corporation (WEDC) and the Wisconsin Main Street Program.

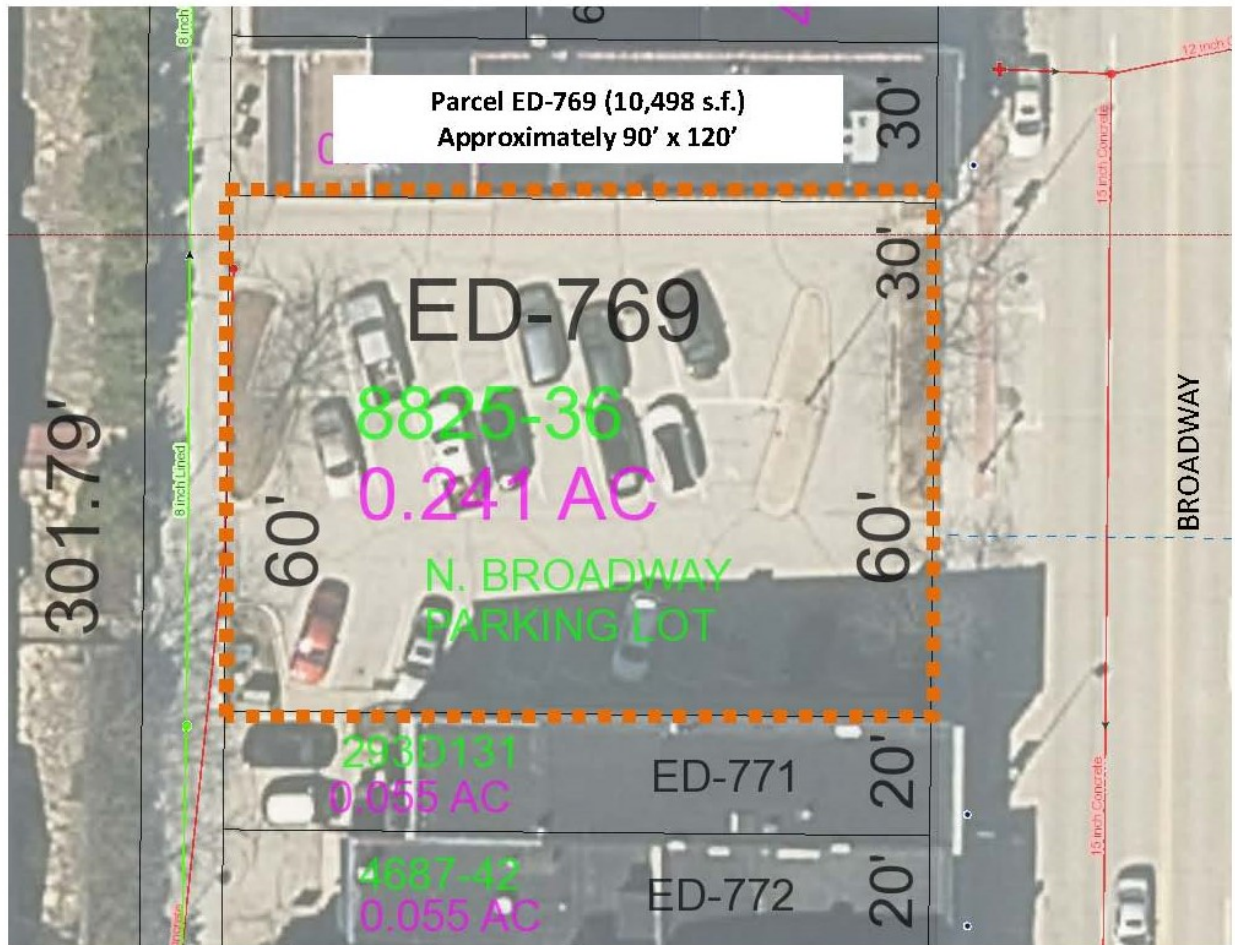
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Ownership

The site is owned by the City of De Pere. The redevelopment of the site will be overseen by the Finance and Personnel Committee, Plan Commission, and the City Common Council. If a TID is formed, there will be additional participation by the Joint Review Board (JRB) and may be additional participation by the City Redevelopment Authority (RDA).

Site Images

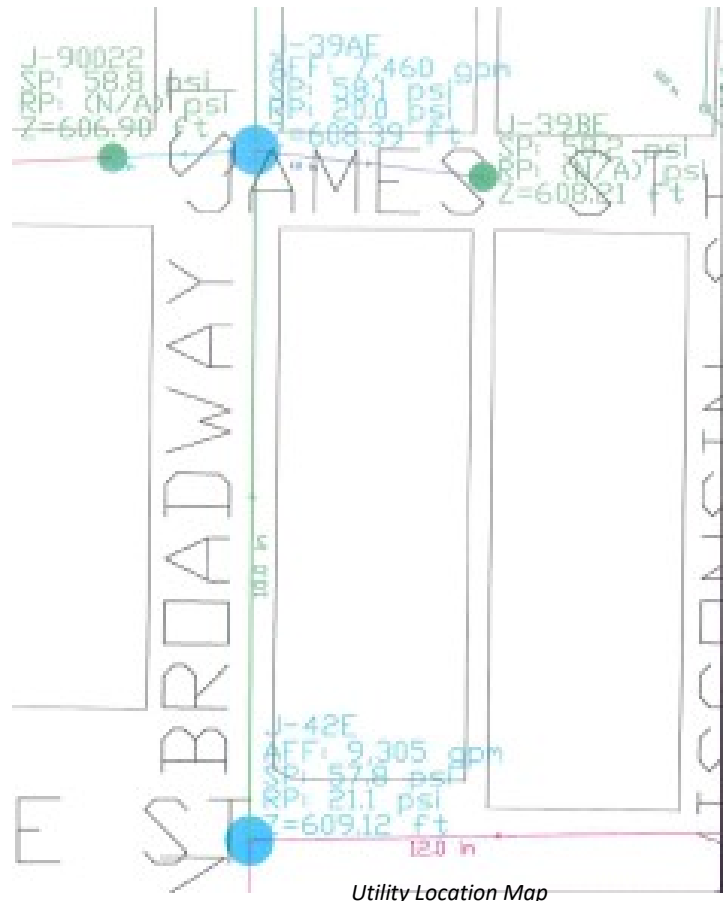


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Site Information

- Based on historical records, a 6" water service is stubbed to the back of the sidewalk off of Broadway. This diagram shows system pressure and will need to be evaluated in order to determine if it is adequate for a sprinkler system. We recommend a fire flow test in the area to verify system pressures. This can be facilitated with our Water Department.
- Sanitary sewer is located in the alley west of the site. The sewer is approximately 8' feet deep in the alley.
- The site itself is 10,498 s.f.), so no numeric storm water requirements will apply. If the impervious area is greater than 20,000 square feet after redevelopment, a 40% reduction in total suspended solids is required.
- The City has completed a Phase I Environmental Assessment of the property. The Phase 1 ESA can be reviewed on the City website (link provided at the end of this document).
- The City has completed an appraisal of the property. The appraisal can be viewed on the City website (link provided at the end of this document).



Utility Location Map

Property Appraisal and Phase 1 Environmental Assessment

The property appraisal, completed by Weiler Appraisal Inc., concludes that the site is valued at \$126,000 (sales comparison approach) as of March 15, 2018. This appraisal was completed prior to the Phase 1 Environmental Assessment.

The Phase 1 Environmental Assessment, completed by Robert E. Lee & Associates Inc., identified a few areas that required additional research. The City is open to completing this research if there is adequate development interest for the site. A copy of the full report is attached to this document.

1. The prior presence of structures and associated demolition and rebuilding of the Property dating to the late 1800s may have resulted in fill materials present that are of unknown source or may have structural limitations to construct a building without formal testing.
2. The presence of a closed ERP (Environmental Repair Program) case at the adjacent property to the west (100 N. Front Street) represents an REC (recognized environmental condition). Based on our review of the information available, limited soil investigation and no apparent groundwater investigation prevent the ability to determine if impacts extend to the subject Property.
3. Detections of TCE and PCE (manmade chemicals often used in manufacturing) at a nearby property to the north and lack of vapor testing at those sites presents a vapor concern for the Property.

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Zoning

The site is currently zoned B-1 - Central Business District. Helpful links to the Zoning Code and Main Street Design Guidelines are provided at the end of this document under 'Resource Links.'

Development Objectives

Recognizing that this is an important site in the downtown, there are several desired objectives for any proposed redevelopment. While not seeking to be overly prescriptive on the design and the exact mix of uses, the vision calls for exceptional and iconic architecture, as well as a mix of uses that complement the balance of downtown activity and augment the vitality of the downtown. As a key site in the downtown with an expectation for a high quality building, the project may require a contribution package from the City as part of a Development Agreement. The project is currently not located in a Tax Incremental Financing District, but the City may create one to facilitate redevelopment of this parcel.

The City Council has endorsed the following objectives that the project should address:

1. Incorporation of ground-floor commercial use that contributes to an interactive and vibrant pedestrian experience. A square footage amount for commercial use on the ground floor has not been specified.
2. The development above the ground floor can be a mix of uses that may include residential or commercial uses.
3. The proposed development must exemplify exceptional architecture and sustainable design and construction. LEED certification is not required. The project should complement and be respectful of adjacent land uses.
4. Public parking spaces do not need to be maintained, but parking for the proposed development must be provided. If parking is proposed below minimum Code requirements, a written explanation should be provided that explains why the proposed parking is adequate for the proposed development.
5. The property will be offered to the selected developer in current condition of improvement.

Site Visits

Site visits can be conducted as needed. Since the site is currently used as parking lot there is no need to schedule a meeting with the City.

Submission Requirements

Proposals should be mailed or emailed to:

City of De Pere – Development Services Department
Attn: Kim Flom
335 S. Broadway St
De Pere, WI 54115
kflom@mail.de-pere.org (email submittals must be less than 9MB)

The submission should include one digital copy of the proposal and it should be **received no later than 4:00 p.m. on January 14, 2019.**

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Proposals should include all of the following:

1. Firm / Developer Qualifications
 - a. Name, address and contact information for the firm or individual(s) responding to the proposal.
 - b. Development Team: Provide qualifications of all team members anticipated to participate in the project.
 - c. Experience: Provide a list of project(s) detailing relevant development projects related to urban infill.
 - d. Financial Viability: Provide a statement that indicates the financial capability to accomplish the project.
2. Project Proposal
 - a. Project proposal: Provide a detailed description of the proposed project.
 - b. Concept site plan: Site plan should provide basic site information including totals for building coverage, parking, and summary of square footage of uses.
 - c. Conceptual elevation renderings of the building.
 - d. Project Rationale / Strategy: Provide information supporting the feasibility and marketability of the proposed project.
 - e. Preliminary Financial Analysis: Provide estimated redevelopment costs and anticipated financing.
 - f. Project Timeline: Provide estimate of the project timeline including acquisition, design development, permits, and construction.
3. City Participation
 - a. Site Acquisition: The estimated value of the site is \$126,000. The City is open to either selling the property at fair market value, or considering all or part of the market value as part of a City development incentive for the project.
 - b. Development Assistance: Type and amount of economic development assistance being requested for the project. Detailed Pro Forma, and narrative describing the financial gap, must be submitted if City Financial Assistance is requested.

Selection Process

Each of the following items will be taken into consideration in evaluation of the proposals:

1. Completeness of Proposal - Proposal should address each item outlined in the submission requirements.
2. Project Feasibility - The financial and technical feasibility of the anticipated project and its long-term viability. The proposal must demonstrate a thoughtful and realistic understanding of the potential market demand as well as a thorough understanding of the development review process.
3. Capability / Track Record of Developer - Demonstrated ability to complete a development project in complex urban environments from concept to construction.
4. Design / Appropriateness of Proposed Use- The extent to which the proposal achieves architectural excellence and responsiveness to the City's design and sustainability objectives.
5. Project Financing - The City will consider participation requested from the City in terms of acquisition price and development assistance.

The Finance/Personnel Committee will make a recommendation to the City Council based on the review criteria. The Finance/Personnel Committee and City Council reserve the right to reject all proposals. All applicants will be notified in writing of the City's decision. Once a final decision is made, the City expects to enter into negotiations with the selected developer to complete a development agreement. The developer will be responsible for acquiring all additional approvals including site plan and building permits.

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Time Line

The following is the conceptual time line for the process (subject to change):

October 22, 2018	Release of Request for Redevelopment Proposal
November 2, 2018	Written questions submitted to kflom@mail.de-pere.org
November 9, 2018	Reponses to questions available
January 14, 2019	Submission deadline by 4:00 p.m.
January/February 2019	Follow Up Information and Developer Interviews (if needed)
March 12, 2019	Presentation of Proposals to Finance/Personnel Committee
April or May 2019	Recommendation to City Council

Statement of Rights and Understanding

The City reserves, and may, in its sole discretion, exercise the following rights and options with respect to this Request for Redevelopment Proposal:

1. To accept, reject, or negotiate modifications to any and all submissions;
2. Submission of proposal does not bind the City to any action or any party;
3. To issue clarifications and propose addenda;
4. To modify any timeline;
5. To negotiate with one or more respondents;
6. To select any submission as the basis for negotiations, and to negotiate with respondents for amendment or modifications to their submission;
7. To conduct investigation with respect to the qualifications of each respondent; and
8. To reject any or all proposals.

De Pere Resource Links

City of De Pere: <https://www.de-pere.org/>

Comprehensive Plan, Downtown Master Plan, Cultural District Master Plan Historic Neighborhood Preservation Plan: <https://www.de-pere.org/egov/apps/document/center.egov?view=item&id=730>

Zoning Code (Chapter 14):

https://library.municode.com/wi/de_pere/codes/code_of_ordinances?nodeId=PTIIMUCO_CH14ZOOR

Business Districts:

https://library.municode.com/wi/de_pere/codes/code_of_ordinances?nodeId=PTIIMUCO_CH14ZOOR_ARTVIIBUDI

General Requirements:

https://library.municode.com/wi/de_pere/codes/code_of_ordinances?nodeId=PTIIMUCO_CH14ZOOR_ARTXGERE

Design & Development Standards:

https://library.municode.com/wi/de_pere/codes/code_of_ordinances?nodeId=PTIIMUCO_CH14ZOOR_ARTXIIDEDEST

De Pere Municipal Ordinance: https://library.municode.com/wi/de_pere/codes/code_of_ordinances

De Pere Chamber: <http://deperechamber.org/> - Definitely De Pere: <http://definitelydepere.org/>