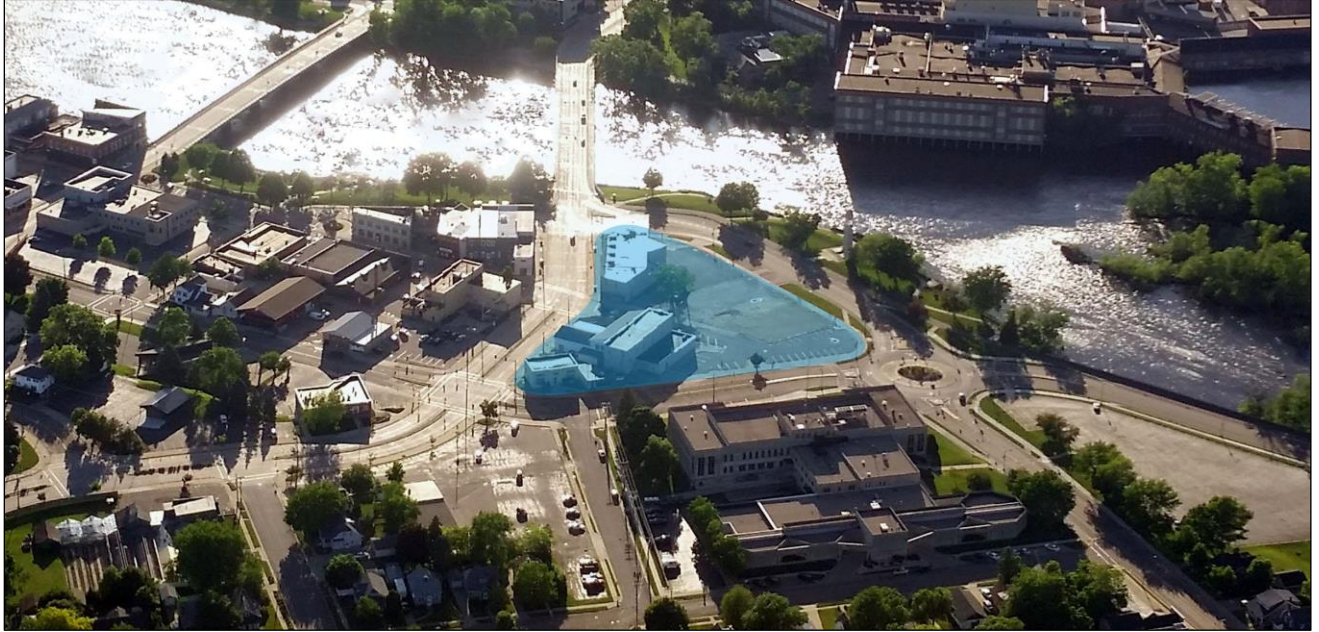
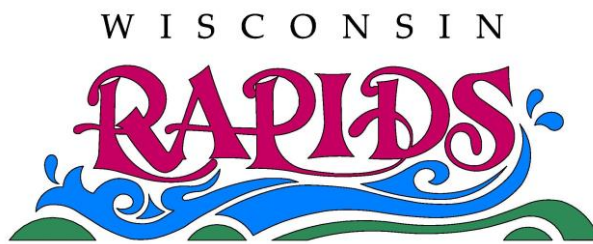


REQUEST FOR PROPOSALS



Downtown Triangle Redevelopment 1st Street North, East Jackson Street, and Market Street



City of Wisconsin Rapids
444 West Grand Avenue, Wisconsin Rapids, WI 54495

February 2017

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I. General Community Information

Wisconsin Rapids, the county seat of Wood County, is located in the geographic center of the State of Wisconsin and has a population of just under 19,000, with



an immediate regional population of approx. 45,000. The City is approximately 100 miles from Madison, 200 miles from Minneapolis, and 150 miles from Milwaukee. Located on the Wisconsin River, Wisconsin Rapids' riverfront makes it very unique. While the City has been primarily known for successful pulp and paper companies, in recent years it is transitioning to a more diverse economy of

manufacturing, food processing, medical and technology companies. Verso, the owner of the paper mill within the City, recently completed a major 30 million dollar investment to update and modernize aspects of their operations. Aspirus Riverview Hospital recently announced their intention to invest 25 million dollars in their facilities which is expected to lead to a doubling in employment and revenue over the coming years. The employment picture remains strong with low unemployment and a strong employer desire for young, talented workers to meet demands. Wisconsin Rapids' proximity to the Stevens Point/Plover and Marshfield communities has resulted in a growing regional presence where members of the family unit may live in Wisconsin Rapids but work in a neighboring community, or vice-versa.

II. Downtown Revitalization The City of Wisconsin Rapids desires to stimulate and create economic development in its Downtown. To this end, over the last decade, planning and analyzing of the downtown has led to the adoption of several plans. The City adopted a Downtown Waterfront Plan in 2009, which can be



viewed on the City website at <https://goo.gl/1cQXXm>. The plan identifies goals and strategies for redevelopment of the downtown area. Several redevelopment sites were identified that have unique potential for new development or redevelopment, and may serve as catalysts for impacting the entire downtown area. The redevelopment of one key site is currently underway with property acquisition and site preparation for the "triangle" redevelopment project. This 2.1 acre site (1.69 currently controlled by the City) is

located at the northeast entry to the downtown waterfront area and has been designated for a mixed-use development featuring primarily residential with some commercial and office.

Additional projects that are being considered or developed in the downtown area

include renovations to the East Towne Plaza building and property, a renovation of the River Block building for Wood County Government offices bringing an additional 200 employees into the downtown, and redevelopment of the former Daily Tribune property into a community accelerator to support entrepreneurship and provide a unique multi-use facility incorporating a micro-brewery, pub and cafe, community spaces, and recreational rentals. A once thriving regional mall located in the downtown area is also under consideration for major redevelopment.

Further, the City has completed a master plan for its public riverbank park areas. The City has been successful in receiving a \$675,000 state-matching grant to begin phase 1 work of introducing additional recreational facilities- a trail and other park amenities to the riverbank. Final design work is underway with expected completion mid-2017. Phase 1: <https://goo.gl/kqPVNn> Master plan: <https://goo.gl/C35G9D>

The current Request for Proposal is for the redevelopment site that serves as the northeast gateway to downtown. This site is currently owned by the City and is available for redevelopment. This property offers a unique opportunity for development of a highly visible property in the center of the community, adjacent to our prized public waterfront. The property is ideally suited for a mixed-use development, which could include office, retail, restaurant, multi-family and other uses.

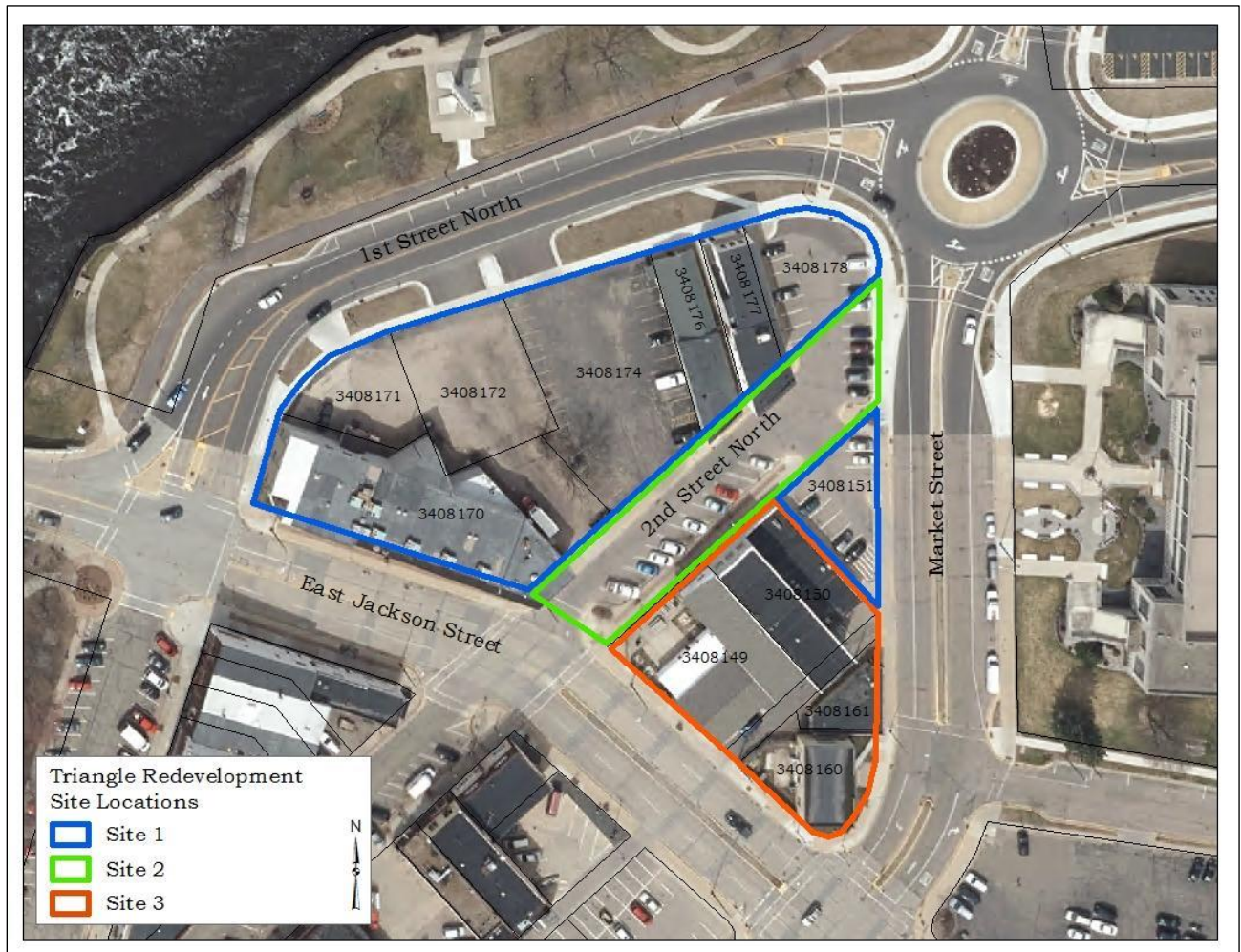
In 2016 the City completed a Housing Study and Needs Assessment to further quantify the need for housing within the City and, more specifically, within the downtown. One of the key recommendations from the Study was to: *Target, incentivize, and implement redevelopment efforts consistent with the targeted infill strategy and the Waterfront Master Plan. The Waterfront Master Plan illustrates areas for mixed-use and residential developments that will help attract new young professional residents to the area and provide new housing choices for the aging population.* Overall the Study shows a need for between 407 and 552 dwelling units within the City over the next 15 years. Of that total the Study suggests that 163 to 206 dwelling units are possible within the downtown waterfront area.

III. Property Information The site has a long and varied history. Most recently the site was occupied by a tavern which was a former labor hall, and several small office and retail buildings. Previous uses ranged from fire stations to gas stations and a variety of office and retail establishments. The site is located on the block bounded by 1st Street North (West and North, East Jackson Street (South) and Market Street (East) as you enter the downtown waterfront area from



the northeast.

Site 1. The City currently controlled properties consist of several parcels with frontage on Market Street, East Jackson Street and 1st Street North that have a combined area of approximately 57,272 sq. ft. (1.32 acres). The land is generally flat and is serviced by City water and sanitary sewer. Natural gas, electric, telephone, and fiber-optic internet and television all are available at the site.



Site 2. The redevelopment area is currently split by the right-of-way 2nd Street North. This area encompasses approximately 16,000 sq. ft. (.37 acres) and the City is open to the vacation of the street to provide additional redevelopment area.

Site 3. Additional property, not currently controlled by the City, within the triangle block exists to serve as a potential second phase to the development. The property fronts on Market Street and East Jackson Street, and has an area of 19,997 sq. ft. (.45 acres). This property is currently developed with several buildings that would likely be removed as part of the redevelopment.

The proposed redevelopment site is currently zoned B-1 Central Commercial District, and is designated for commercial development in the City's Comprehensive Plan. The surrounding area consists of a variety of office, retail,

and institutional buildings. The daytime employment count adjacent and very near the site exceeds 2,000 while the housing census in the immediate area is under 12. The Courthouse and other institutional buildings provide for much transactional traffic. It is anticipated that the property will not need to be rezoned to accommodate the proposed development, but the City may consider changes if deemed necessary. The uses permitted in the B-1 District are identified in Chapter 11 of the Municipal Code, which can be viewed on the City website at <https://goo.gl/4hYge2>.

IV. Environmental Information

The City has hired Robert E. Lee and Associates to complete additional Phase 2 environmental investigations of the site. The results of the previous analysis show only minor environmental issues on the site. These reports are available upon request. It is expected that the results from the additional investigation will be available by mid to late March. Helping to fund the additional investigation and demolition is a recently awarded Site Assessment Grant from WEDC (Wisconsin Economic Development Corporation) to the City. The City may consider pursuing grant funding for necessary remediation in partnership with the chosen developer.

In addition to the environmental investigations for the property, the City has completed a grid of soil borings of the vacant site to identify potential rock outcroppings. An overview of the locations and depth to refusal is attached as an appendix.

V. Funding Opportunities

The triangle project is located in the City of Wisconsin Rapids Tax Increment District #7. TIF #7 current boundaries include most of the downtown area; the TIF expires in 2026. The City is open to considering the establishment of a site specific TIF to maximize the impact and capture of increment. The property is located within a New Market Tax Credit eligible Census Tract. In addition, Low Income Housing Tax Credit projects have been supported by the City and have been successful in the past. The City is willing to partner with the chosen developer on grant opportunities to support any necessary environmental clean-up or other unique funding opportunities.

VI. Desired Project

The City has completed multiple plans for the downtown and waterfront area over the last decade- dating back to 1996. A consistent theme throughout those plans was the need to redevelop the 'triangle block' area. In addition to insight from the previously developed plans, there has been a concerted effort to seek the vision of the community for the waterfront area.

While the plan ultimately details recommendations on a variety of topics, the emphasis was on redevelopment opportunities within the downtown area. The most prominent of the opportunities is the triangle block redevelopment which called for retail with upper story residential, on-site parking, and civic space.



The guiding principles for the site as communicated by the community and City Council include:

Serve as a Gateway: The project uses architectural and art elements to signify arrival and invite people into the downtown area.

Onsite and Secured Parking: The project maximizes on-site parking including the contemplation of underground parking. Consider uses that make shared parking possible.

Include Multi-story/Multi-use Building: The project combines retail, office and/or housing uses. Upper story residential options are lacking within the downtown area.

Connect to the Outdoors and Street: The project provides pedestrian-friendly features and green spaces in the site design; possibly through the use of outdoor gathering spaces such as a splash pad, sculpture garden, water feature and/or outdoor dining. The site's proximity to the river create for a unique focus on river and riverfront activation.

Grow the Tax-Base: The project improves the City's tax base in the downtown district.

Community Led Design: The project features engagement with the community to drive potential uses and site aesthetics.

Multi-Phase Approach: The project contemplates utilizing a two phase approach for the residential component. The City is willing to consider a Phase I that utilizes an 80/20 mix of affordable housing to market rate to help establish the need and market for a Phase II that would feature 100 percent market rate units.

Desired Uses: The project takes advantage of gaps in the downtown retail and office mix. Currently lacking within the downtown are uses such as a pharmacy/grocery establishment, restaurants, convenience store, and boutique

shopping.

Although it is not a requirement that the proposals meet these suggestions, they will be used as a guide for evaluating the proposals. The City will look at the proposed use of the property, the impact on the neighborhood, and the overall benefits to the community when evaluating the development proposals.

VII. Proposal Requirements

The proposals should be labeled “Triangle Redevelopment” and mailed or delivered to the City of Wisconsin Rapids, Attn: Adam Tegen, 444 West Grand Avenue, Wisconsin Rapids, WI 54495. The proposals can also be submitted electronically to ategen@wirapids.org. The proposals should be submitted by **4:30 p.m. on March 31, 2017**.

The proposals should include the following information:

A. Developer Experience

- Briefly describe the experience and background of the developer. Include information on previous related projects.

B. Development Description

- Provide a general narrative of the proposed development and how it reflects the guiding principles identified by the City.
- Submit representative site plans and building elevations. These could be plans or photos from a similar project that give an indication of the type of development proposed.
- Describe any unique design elements or features of the development.
- Provide an overview of the type of market analysis, and demand evaluation program intended for the project.
- Describe how the development will address short and long term market resiliency, inclusive housing strategy, how the project will address current market demand.
- Provide a narrative on the social impacts of the proposed development including community building, project inclusiveness, the attraction of people and population and demographic impact.

C. Schedule, Costs and Financial Projections

- Indicate the offering price to be paid for the land.
- Provide a list of intended and expected financial resources for the project and their impact on the development.
- Provide an overview of requested/desired public incentives (capital and other) that may add value to and reduce risk for the project.
- Provide a schematic planning program including the proposed process, timeline, scope and intent relative to the detailed planning required to precede construction.
- Include an estimated market value of the development when completed.

D. Related Documentation

- Indicate if there are any zoning modifications or other changes needed to complete the project.
- The proposal should clearly indicate what financial assistance or other public participation is requested from the City of Wisconsin Rapids.

VIII. Selection Process

The proposals will be evaluated using the following criteria:

- Degree to which the proposal meets the guiding principles for the site (100 points).
- Estimated total project costs and estimated tax base to be generated from the project (50 points).
- Developer's expertise, experience, and financial capacity (40 points).
- The purchase price to be offered for the site and desired incentive package (20 points).
- Proposed development schedule (10 points).
- Other benefits to the community (80 points).

The submitted proposals will be reviewed internally by City Staff by April 7, 2017. Interviews will be completed the week of April 14, 2017. It is expected a developer will be considered by the City Council at their April 18, 2017 meeting. Negotiations with the chosen developer would commence following Council approval.

IX. Contact Information

Questions regarding this proposal can be directed to:

Adam Tegen
Community Development Director
City of Wisconsin Rapids
444 West Grand Avenue
Wisconsin Rapids, WI 54495
715-421-8225
ategen@wirapids.org

X. Additional Information

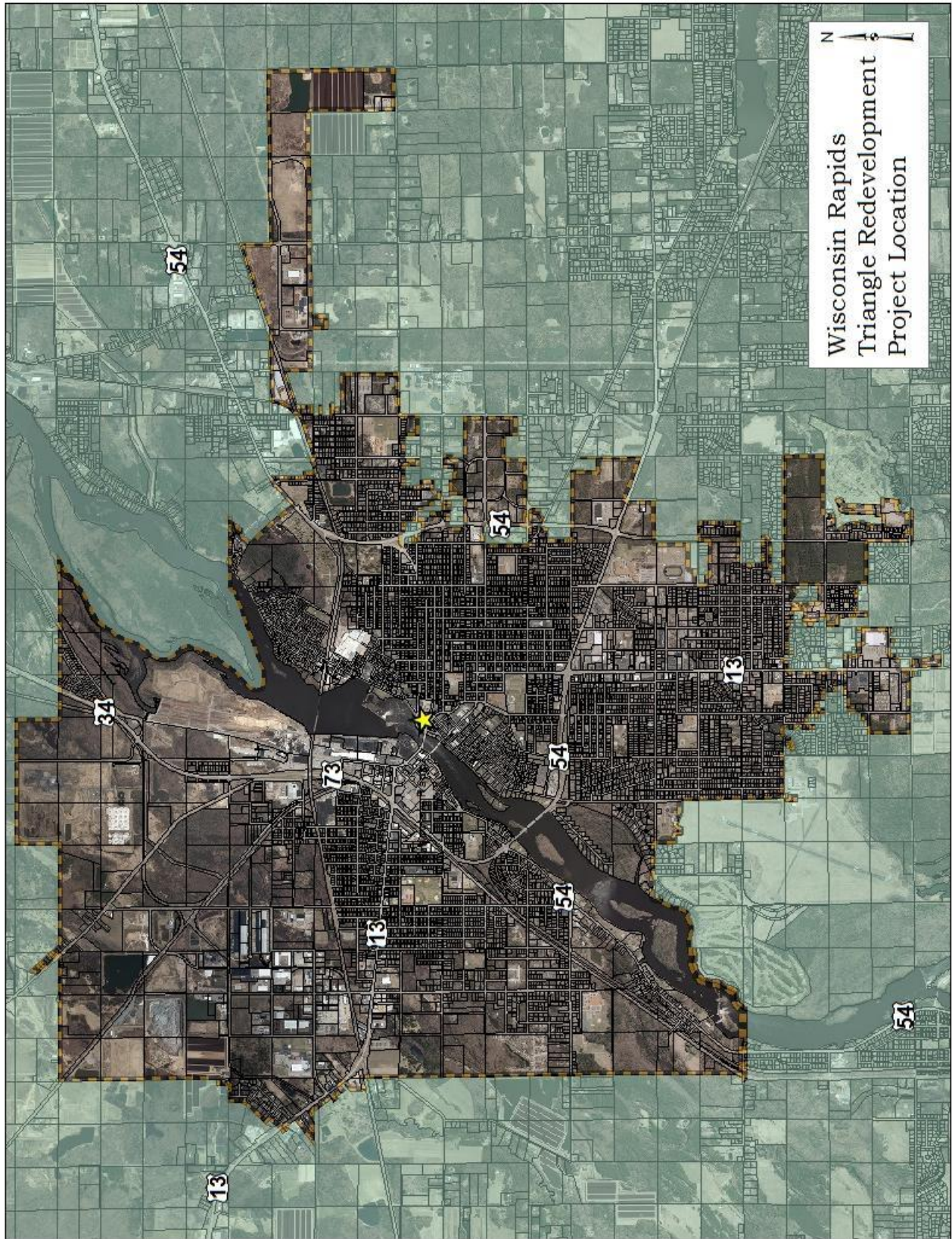
The selected developer will be required to enter into a development agreement with the City regarding the details of the development and the terms and conditions of any public assistance that is provided for the project.

The contents of this packet are for informational purposes only and the representations made herein are without warranty. Developers should rely exclusively on their own investigations and analysis.

The City of Wisconsin Rapids will honor confidentiality requests to the extent possible. If you feel certain aspects of your proposal are proprietary in nature, please indicate so.

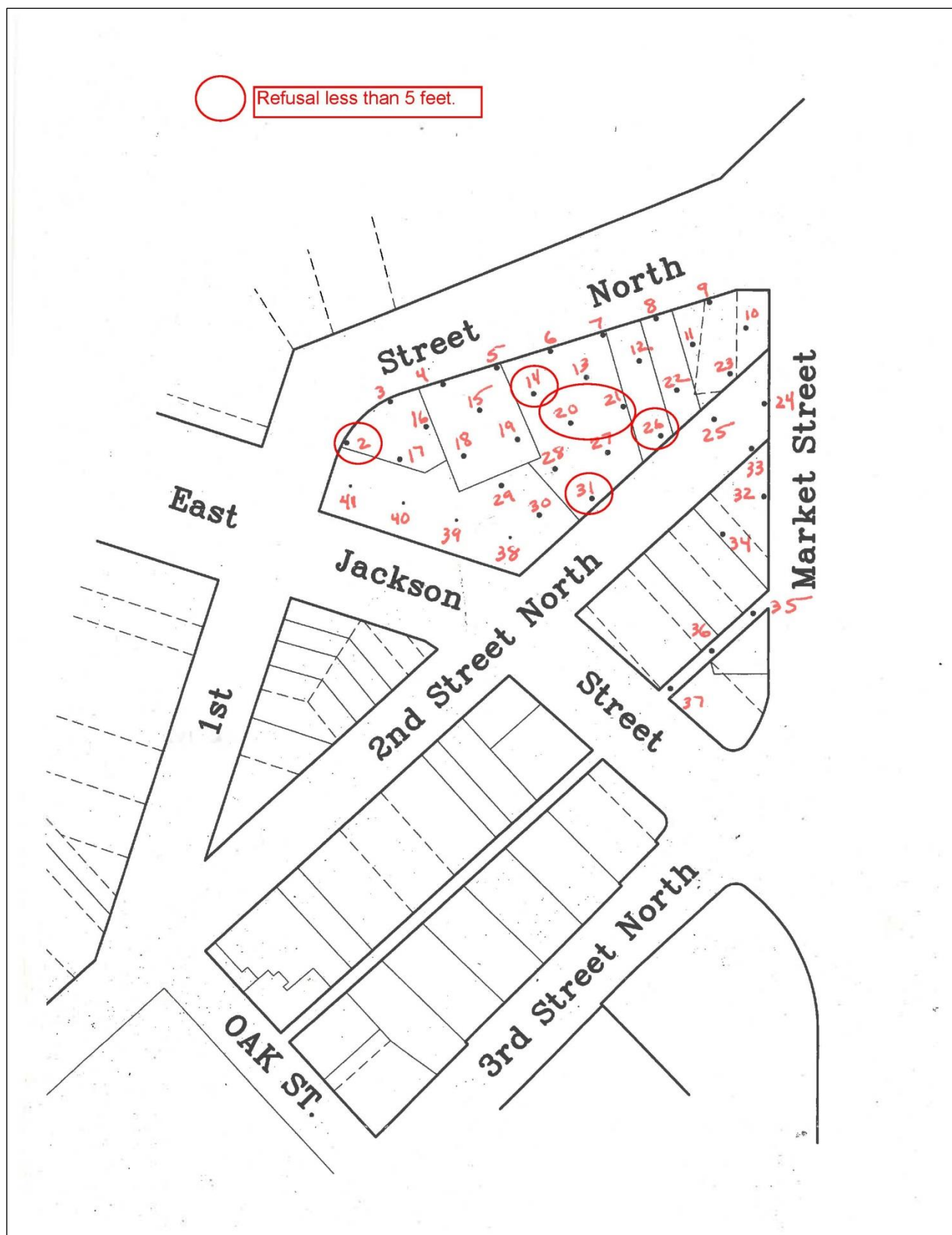
Thank you for your consideration and interest in Wisconsin Rapids.











Pt #	Refusal Depth, ft	Water Depth, ft	Other
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3	11		
4	10	4	
5	12		
6			
7	12		
8	12		
9		9	clay
10	11		
11		9	clay
12			
13	9		
14	4.5		
15	12		
16			
17			
18	11		
19	10		
20	4		
21	2		
22	8	10	
23	11		
24	10		
25	7		
26	3.5		
27	9		
28	5		
29	6		
30	7		
31	4.5		
32	6		
33	10		
34	7		
35			
36			
37		11	clay
38	8		
39	6		
40	13	12	
41	12		contaminated smell