

Redevelopment Authority of the City of Fond du Lac

Request for Proposals Brooke Street Corridor

Unique development opportunity in the River Park Neighborhood with historic character



Redevelopment Authority of the City of Fond du Lac

160 South Macy Street, PO Box 150
Fond du Lac, WI 54936-0150

Josh Musack, Purchasing Manager
Phone: (920) 322-3453
Email: jmusack@fdl.wi.gov

Dyann Benson, Executive Director
Redevelopment Authority
Phone: (920) 322-3440
Email: dbenson@fdl.wi.gov



General Community Information

The City of Fond du Lac was incorporated in 1852 and is located in Fond du Lac County at the southern shore of Lake Winnebago, the largest inland lake in Wisconsin at 220 square miles. Five major highways lead into the City, which is approximately one hour from each of the largest cities in the State; Milwaukee, Madison and Green Bay. The City encompasses just over 20 square miles and serves a population of 42,951.

River Park Neighborhood and Brooke Street Corridor Revitalization

The Redevelopment Authority desires to further economic development and reinvestment in the River Park neighborhood and the Brooke Street Corridor.

The Brooke Street Corridor is a primary corridor within the River Park Neighborhood and is located less than ½ mile from the downtown. The River Park Neighborhood is generally defined as the Fond du Lac River on the north and east, Western Avenue on the south and Brooke Street on the west. The neighborhood was named River Park by its residents due to the proximity of the Fond du Lac River and Hamilton Park, which is within its boundaries. Hamilton Park is named after Woodman C. Hamilton who was a lumberman and operated sawmills in the city. His family donated his home to the City on the condition that a park and playground was created for the community. Hamilton Park was created in 1917.

Brooke Street was once a key manufacturing sector of the city that has been replaced over time by newer industrial facilities and industrial parks. The multi-story buildings are obsolete and no longer meet the needs of the manufacturing sector. The buildings have either been vacant or underutilized for a number of years.

Within the River Park Neighborhood, the Redevelopment Authority and the City have enhanced Hamilton Park through the acquisition and demolition of a former Kohl's grocery store. In addition, the City has added a story walk and an expanded playground with future plans for a restroom facility. In the last two years, the City has worked with various community partners to host a variety of events in the park to highlight its many features including Hamilton Park Movie Night, Winterfest, Fondy Rocks Hamilton Park and Hamilton Park Family Day.

The neighborhood includes several historic properties that contribute to its overall character. The former Calumet Hotel, at one time serving the visitors arriving at the Chicago & Northwestern Station, was converted to apartments and is on the National Register of Historic Places. The former Chicago & Northwestern Train Depot has recently been acquired and the new owners are investing in its rehabilitation. Recent investments and redevelopments along Brooke Street include the construction of Fond du Lac Townhomes and Trinity Townhomes on former manufacturing sites; and the selective demolition of the

former Labelle Wagon Works/Gurney Refrigeration development for the construction of new offices for Commonwealth Corporation.

Property Information

The development opportunity includes two (2) buildings that can be considered either as a phased project or two (2) separate development projects.

The first property is the former Northern Casket Company located at 16 N Brooke Street. (The property is comprised of two parcels. 16 N Brooke Street, shown as 215 Lewis Street in Fond du Lac County GIS and 0 Taylor Street). It is a three-story U-shaped structure constructed between 1892 and 1919. The Northern Casket Company closed between 1962 and 1963 and was vacant for a year before Wells Manufacturing purchased the building for their engineering department. The last tenant was an antique mall before it was vacated and acquired by the Fond du Lac County through In rem proceedings in 2018 before being acquired by the City of Fond du Lac in 2020 and subsequently transferred to the Redevelopment Authority. The property is listed on the State and National Register of Historic Places. A portion of the property was damaged by fire and was razed. Clean-up of the property from the razing will be completed prior to any transfer of the property.

The second property is 217 - 233 W. Division Street and is the former Winnebago Cheese Company. The building was constructed between 1914 and 1943. The name “Winnebago Cheese Co.” is still legible along the east side of the structure. The building was used as part of cheese-making, packaging and storage throughout its history until it was sold in 2015 to a contractor that used it for storage. The Redevelopment Authority took ownership of the property in 2020. The structure is potentially eligible for listing on the National Register of Historic Places.

The City would consider vacating a portion of Moore Street dependent upon the proposed development plan. Moore Street is a publicly dedicated street that primarily serves the two properties included in the Request for Proposals. If vacated, the portions of the street would be returned to their associated parcels. This may include the railroad that operates to the west of the properties.

Development Goals and Preferred Uses

While the Brooke Street Corridor was once a key manufacturing sector of the city, it is time to transition to uses that are more appropriate for an older neighborhood with several historic properties with options for mixed use development.

The 2040 Comprehensive Plan, currently in progress, has identified the following housing goals for the community:

- The City will achieve balanced neighborhoods with a mix of housing types and price points that provide suitable housing for everyone.
- The City will maintain quality- housing options as part of safe and healthy neighborhoods for all residents.
 - Continue to encourage and support investments in neighborhoods/districts that strengthen a sense of cohesion and delineation, forming unique and distinct places throughout the City.
- Housing policies will complement economic development goals of the City, growing business and population in tandem.
 - Encourage high-density development in areas in and near downtown where there is adequate access to transit, commercial nodes, and other daily-need amenities.

As it relates to economic development goals identified in the 2040 Comprehensive Plan:

- The City is focused on attracting, expanding and diversifying the local economy.
 - Support for locally owned, small and micro businesses and start-up businesses.
 - Support entrepreneurship and remote/freelance employment through co-working spaces, business incubators, business accelerators and makerspaces.
- Business investment will support the health and vitality of the Fond du Lac community.
 - Encourage new business development within areas easily accessible by the City's transportation network, including considerations of public transit access.
 - Attract, support and retain businesses that fill and/or redevelops vacant properties in the downtown and key corridors.
 - Support affordable and workforce housing initiatives that expand economic opportunities for City residents of all income levels, especially income-limited individuals/families.

Factoring in the goals of the 2040 Comprehensive Plan, consideration should be given to the types and levels of residential units included in any proposal as well as incorporating unique and interesting commercial or public spaces.

Prohibited Uses

Proposals will not be considered that included the following uses: rooming houses, check-cashing facilities, pawn shops, automobile sales or repairs, places of worship, cigarette or vapor shops, establishment that exclusively sells liquor/alcohol, contractor facilities and storage units.

Funding Opportunities

The properties are located with the City of Fond du Lac Tax Increment District #21. TID #21 current boundaries include approximately Lewis Street on the north end of Brooke Street to 2nd Street on the south end. The Redevelopment Authority is willing to partner with the chosen developer on grant opportunities to support the redevelopment.

Proposal Format and Required Information

The Redevelopment Authority (RDA) is requesting proposals from interested parties for part or all of the redevelopment area of RDA owned property. The proposals should be labeled “Brooke Street Redevelopment.”

Interested parties must submit a proposal which shall include the following information:

The proposals should include the following information:

1. Developer Experience

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

2. Development Description

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

3. Schedule, Cost and Financial Projections

- Indicate the offering price.
- 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 timeline, scope and intent relative to the detailed planning required to precede construction.

4. Related Documentation

Evaluation Criteria

Weighting criteria is used by the Redevelopment Authority as a tool in selecting proposals. The Redevelopment Authority may change criteria and criteria weights at any time. Evaluation scores and 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 Proposals will be based upon the quality of response, proposed developers background and proposed investment.

The following elements will be the primary consideration in evaluating all submitted proposal and in the selection of a Developer (out of total of 105):

- Developer's expertise, experience and financial capacity (25 points)
 - Additional points will be granted for Small, Women, Minority or Veteran Owned developers (5 points)
- Availability of high-quality design personnel Estimated total project costs and estimated tax base to be generated from project (20 points)
- Proposal includes a use or variety of uses which complements the River Park neighborhood and Brooke Street Corridor. (15 points)
- Estimated total project costs and estimated tax base to be generated from project. (15 points)
- Proposal incorporates unique features or elements. (15 points)
- Proposal incorporates green building or other sustainable initiatives. (10 points)

A copy of the evaluation sheet is included for reference.

The response that is deemed to be the most advantageous shall be termed the best project. Consideration will be given to cost, level of investment, functionality, and other factors. The submitted proposals will be reviewed internally by City staff and the Redevelopment Authority.

To be selected, a developer must be able to comply with the general requirements outlined in this document and with any other applicable laws and requirements.

The Redevelopment Authority 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 right to develop.
- Negotiate the nature and scope of the project before final approval.

The contents of this packet are for informational purposes only and the representations therein are without warranty. Development teams should rely exclusively on their own investigations and analyses.

Developer's proposal in response to this RFP will be incorporated into the final Development Agreement.

Developers may contact Dyann Benson, Executive Director of the Redevelopment Authority/Community Development Director to schedule an appointment to walk through the buildings. Appointments will be scheduled between Wednesday September 23, 2020 through Wednesday, October 14, 2020 between the hours of 9:00am and 3:00pm. No appointments will be scheduled after 3:00 pm.

Email digital copy of proposal to jmusack@fdl.wi.gov by 3:00pm on Monday, October 19, 2020.

Questions shall be directed Dyann Benson, Executive Director of the Redevelopment Authority/Community Development Director at dbenson@fdl.wi.gov with copy to Josh Musack, Purchasing Manager at jmusack@fdl.wi.gov

Redevelopment Authority
c/o Community Development
160 South Macy Street, PO Box 150
Fond du Lac, WI 54936-0150

Additional Information

The Redevelopment Authority of the City of Fond du Lac will honor confidentiality requests to the extent possible. If you feel certain aspects of the proposal are proprietary in nature, please indicate so.

Thank you for your consideration and interest in Fond du Lac.

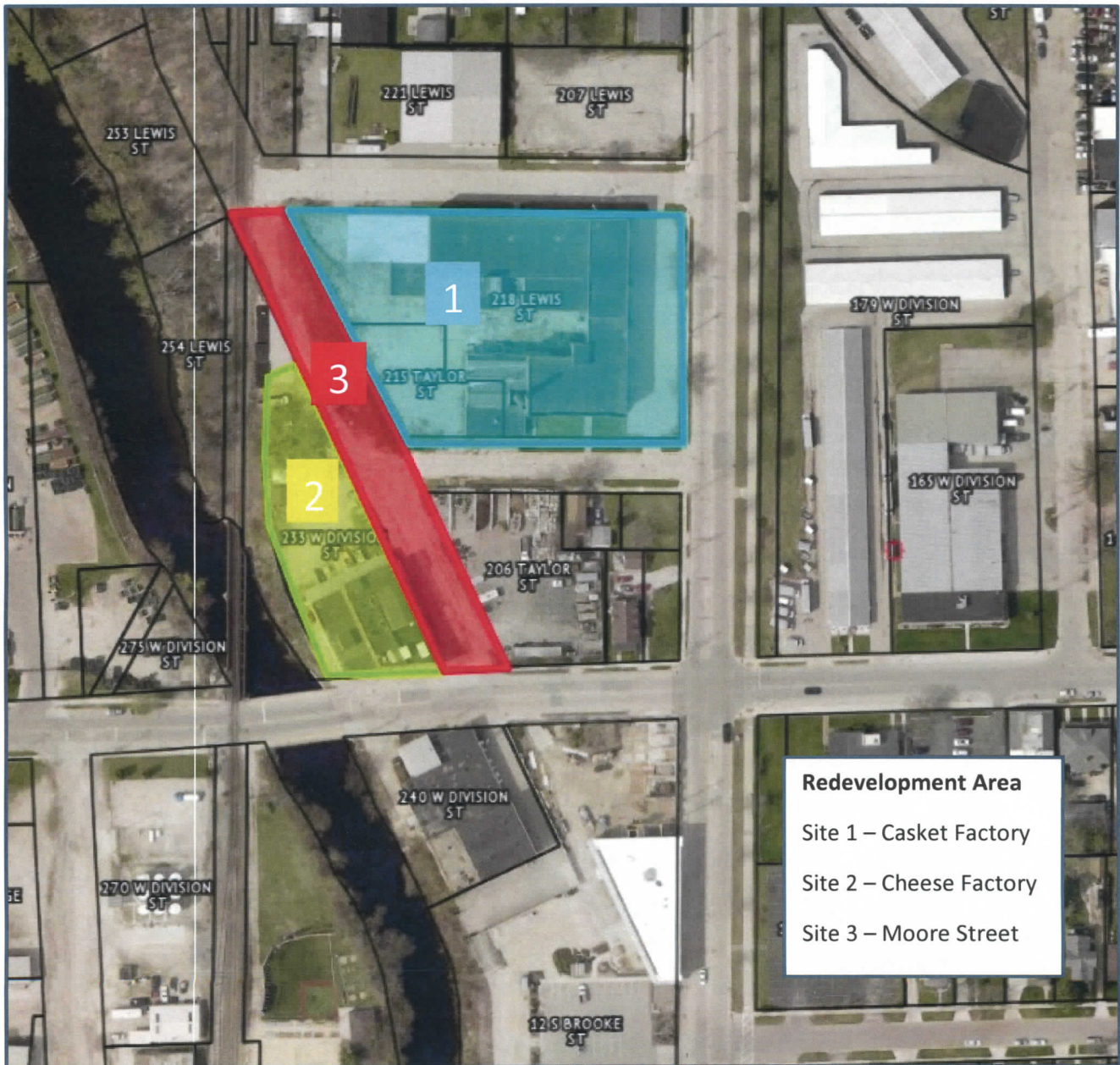
Proposal Evaluation

Evaluator: _____

Redevelopment Authority River Park Neighborhood and Brooke St. Corridor Revitalization												Maximum Points					
1. Developer's expertise, experience, and financial capacity	25																
1.a. Additional points for Small, Woman, Minority, or Veteran Owned developers	5																
2. Availability of high-quality design personnel and contractors to complete the project.	20																
3. Proposal includes a use or variety of uses which complements the River Park neighborhood and Brook St. Corridor	15																
4. Estimated total project costs and estimated tax base to be generated from project	15																
5. Proposal incorporates unique features or elements	15																
6. Proposal incorporates green building or other sustainable initiatives	10																
Total	105																

Total 105 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

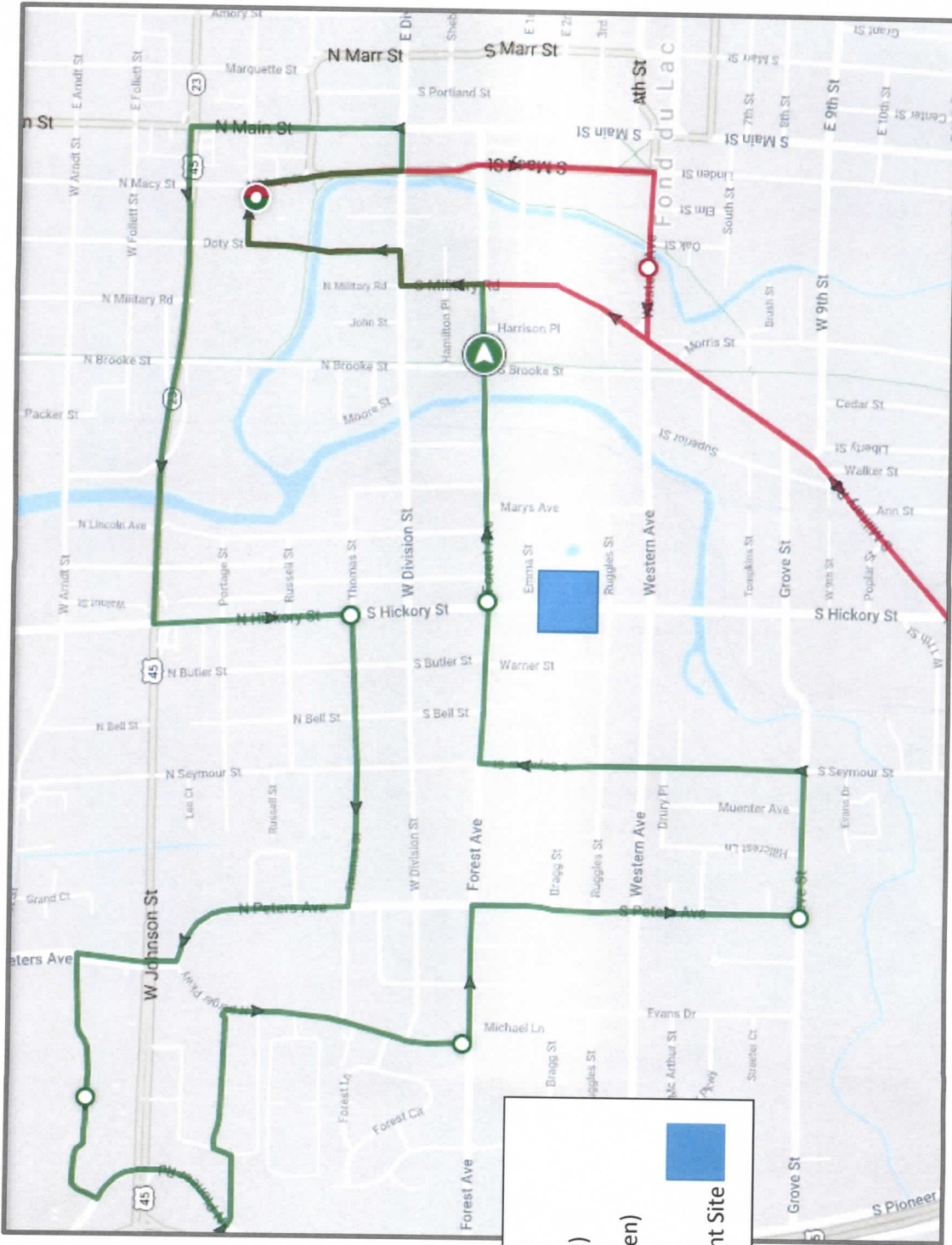
Redevelopment Site Opportunities



Location of Site in Relation to Nearby Amenities



TRANSIT ACCESSIBILITY



Bus Routes
Route 50 (Red)
Route 55 (Green)
Redevelopment Site