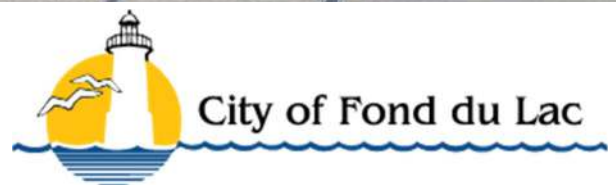


Request for Qualifications for Redevelopment: 143 Doty Street



Issued September 1, 2022



Request for Qualifications

Mixed-Use Redevelopment – 143 Doty Street

City of Fond du Lac, WI

Release Date: September 1, 2022

Submissions due by 2:00 pm (CST) on October 25, 2022 to:

Dyann Benson, Executive Director

Redevelopment Authority of the City of Fond du Lac

160 S. Macy Street, PO 150

Fond du Lac, WI 54935

PURPOSE OF THIS REQUEST FOR QUALIFICATIONS (RFQ)

The Redevelopment Authority of the City of Fond du Lac (RDA) is seeking a development team interested in redeveloping a parking lot with high-density, mixed-use development. The purpose of this RFQ is to identify interested development teams from which the RDA can select two to three teams with a demonstrated record of success developing similar projects. Following initial selection of qualified teams, the RDA will then ask each qualified team to prepare a formal proposal for the purchase and redevelopment of the site. *Respondents to this RFQ should NOT propose specific design solutions at this time.*

The RDA has developed this information to seek qualified redevelopment entities and is responsible for selecting said entity, negotiating the sale of the site, and providing direction throughout the development process.

ABOUT THE PROJECT SITE

The development site is bounded by W Johnson Street (WIS 23), Macy Street, Rees Street and Doty Street in downtown Fond du Lac, Wisconsin.



Address: 143 Doty Street

Parcel No.: FDL-15-17-10-42-282-00

Lot Size: 4.02 acres

Lot Dimensions (approx.):
418 feet x 420 feet

Current Use: Vacant Parking Lot

Current Zoning: M-1
Manufacturing

Adjacent Uses (zoning):

North: Residential Neighborhood (R-4)

East: Utility Station & FDL Police Department (C-2)

South: Marine Credit Union (C-1), Bus Transfer Point & Stormwater Management Facility

West: Fives Giddings & Lewis (M-1)

Traffic Counts (AADT): 28,800 AADT on W. Johnson St. (WisDOT, May 2017)

Utility Sizing:

- Water
 - Johnson St: 24"; Macy St: 20"; Rees St: 14"; Doty St: 8"
- Sewer
 - Johnson St: 8" PVC; Macy St: 24" RCP; Rees St: 30" RCP; Doty St: 30" RCP
- Stormwater
 - Potential off-site facility in the City-owned green space (located south of W Rees Street and west of N Macy St.) will provide all necessary rate control and volume control requirements. On-site infiltration is expected.
 - Johnson Street: 15"
 - Macy Street, Rees Street and Doty Street have no storm sewer except catch basins near the intersections

Comprehensive Plan Designation: Neighborhood Mixed Use (NMU); Future land use policies are available [here \(Pages 56-57\)](#). The 2040 Comprehensive Plan can be found at <https://www.fdl.wi.gov/community-development/planning-zoning/comprehensive-plan/> or going to the City of Fond du Lac website, Community Development webpage and selecting the 2040 Comprehensive Plan.

City Supported Funding Opportunities –

- **Tax Increment Finance (TIF) District:** The City is considering creating a TIF district in 2022 and is open to the possibility of funding assistance for this project for elements consistent with the City's 2040 Comprehensive Plan.
- **Grant Awards:** The City can actively pursue grants (County/State/Federal) in support of the development, especially those that result in meeting the desired project components outlined below.

DESIRED PROJECT COMPONENTS

The RDA desires a site layout and building design that takes advantage of its location along WIS 23, at the edge of downtown and close to the Fond du Lac River consistent with the 2040 Comprehensive Plan. The project should include:

1. 140-175+ housing units of varied size (efficiency up to three-bedroom units) and varied income affordability (see goals and policies in the 2040 Comprehensive Plan)
2. 3,000 – 25,000 square feet of commercial space.
3. On-site and/or in-building parking for residents/tenants with minimal reliance on the use of on-street parking. Parking solutions that account for resident affordability are encouraged, including above ground parking structures. Non-residential uses shall be served by a combination of off-street and on-street parking.

4. Consideration of design parameters highlighted in the conceptual model provided on Pages 5-7 of this RFQ document.
5. Potential for bus transfer station space and police vehicle storage leased by the City.
6. Potential for a gateway signage for the neighborhood at the corner of Macy & Johnson.
7. Renewable energy, sustainable design, and other “green” practices.

SELECTION CRITERIA

Project teams to move to the second (proposal) stage of this process will be based on our assessment of each team’s experience with the following:

- Mixed-use development including both residential and commercial uses in the same project (20 pts)
- Affordable housing at various income levels (20 pts)
- Quality design and placemaking (20 pts)
- Working collaboratively with local government (15 pts)
- Financing projects of similar scale and complexity (15 pts)
- Other qualifications that set your development team apart from other submittals (10 pts)

SUBMITTAL REQUIREMENTS

Interested development teams should provide ten (10) hard copies and one (1) digital PDF (emailed or provided on a CD or jump drive) of a Statement of Qualifications. Hard copies should be provided by the submittal deadline and digital copy provided by October 25, 2022 at 2:00pm. The submittal will include the following content, in this order:

1) Cover Letter

Provide a brief narrative summarizing your team’s interest in this project and qualifications to successfully redevelop this site.

2) Project Team

Provide a brief description of each company or organization that is part of your team, including history, size, and location. If multiple organizations are involved, indicate the role of each and identify the prime developer. Provide resumes for all key personnel that will be part of the project team.

3) Experience

Provide descriptions and images of current and completed projects that indicate your team’s development and redevelopment expertise. Project details should include location, dates, project site acres, building square feet and/or total units, and total value. Indicate your team’s role in each project listed. The RDA is looking for experience with urban infill, redevelopment, and mixed uses, including commercial and residential uses within the same project.

4) Roles and Services

Provide a narrative describing the services your team is prepared to provide through the life of the project. Will you be owner of the property and, if so, for how long? Will you provide management or brokerage services? Will you be an equity partner?

5) **Financial Capacity**

Provide a description of your financial resources and assumptions to complete and maintain the project.

6) **References**

Provide contact information for municipal staff in 1-3 communities in which your project team has developed projects.

PROCESS

The developer selection process will be handled by the RDA. The RDA is seeking high-quality development and creative proposals for the mix of uses, site design, architecture, financing, phasing, and construction of this project. Project teams should feel free to question and offer advice on all aspects of the project.

Questions about the project should be submitted by September 23, 2022 by 2:30 pm. All entities that have submitted written questions to dbenson@fdl.wi.gov by this date will receive a summary of responses to all questions by September 28, 2022 at 3:00pm.

Respondents are not to contact Fives Giddings & Lewis. Any contact made by respondents to Fives shall result in a disqualification of the submittal.

PROJECT SCHEDULE

RFQ Released: September 1, 2022

Deadline for Questions about the RFQ: September 23 by 2:30pm. (CST)

Responses to Questions provided: September 28, 2022 by 3:00 p.m. (CST)

Statements of Qualification Due: October 25, 2022 at 2:00 p.m. (CST)

Notification of Qualified Teams and Release of Request for Proposals: December 9, 2022

Proposals Due: TBD (likely March 2023)

RDA Selects a Developer and Begins Negotiating a Development Agreement: TBD (likely April 2023)

DISCLAIMER

The development site is currently owned by Giddings & Lewis Machine Tools, LLC and therefore any development is subject to the City or RDA acquiring fee title ownership of the development site. In addition, RDA specifically reserves the right to reject any or all Statement of Qualifications, to waive any requirements, to investigate the qualifications of any submittal, to obtain new submittals, or to proceed to have the service provided in any way the City of Fond du Lac deems appropriate. All costs incurred by developers associated with this process are the sole responsibility of the developer.

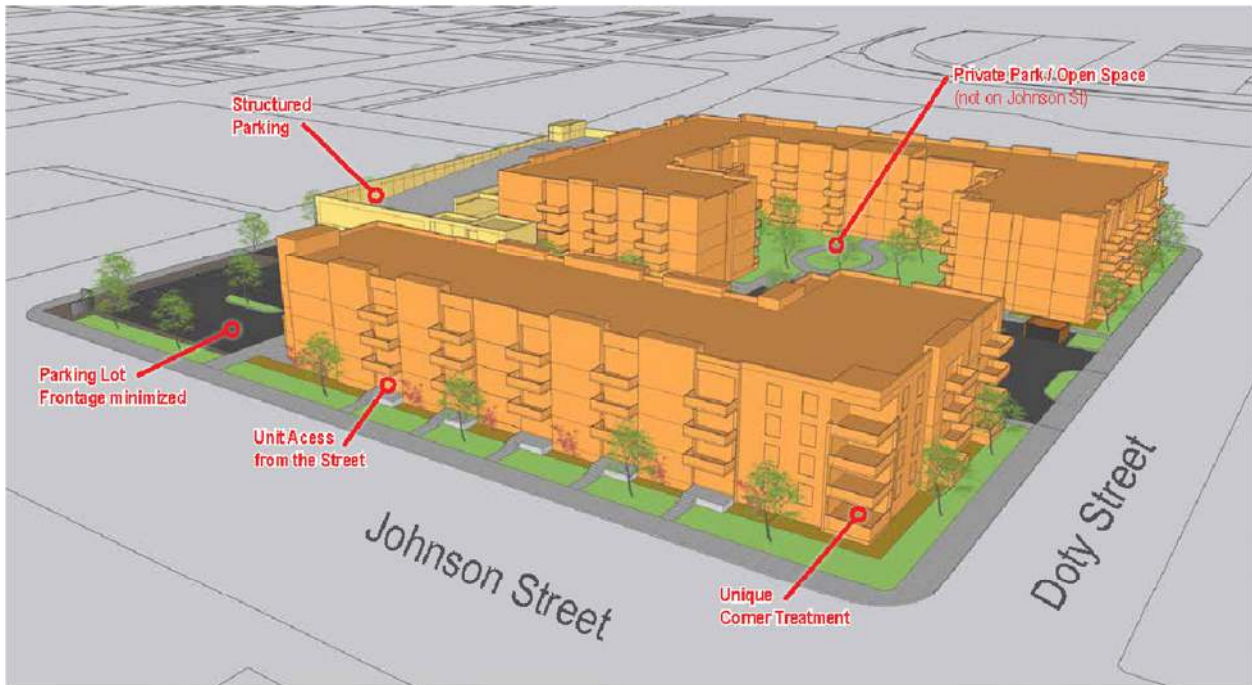
SPECULATIVE DEVELOPMENT RENDERINGS

The responses to this Statement of Qualifications are intended to solicit creative high-quality solutions in the proposed uses, site design, architecture, financing and construction of this project. To that end, the following exhibits (on pages 5-7) illustrate the desired outcomes by the RDA, including project scale, massing, and architectural design parameters. The potential redevelopment entities should feel free to advise and question as much as is necessary to produce the best solution.

Concept Plan



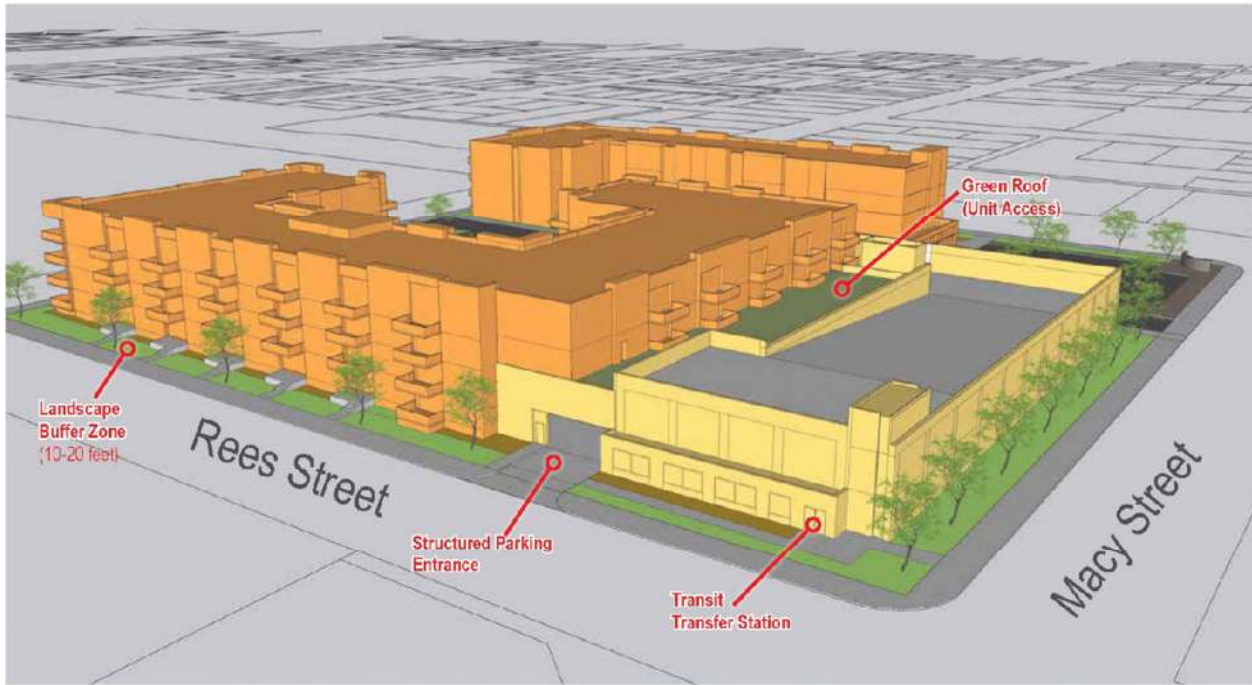
Northwest View



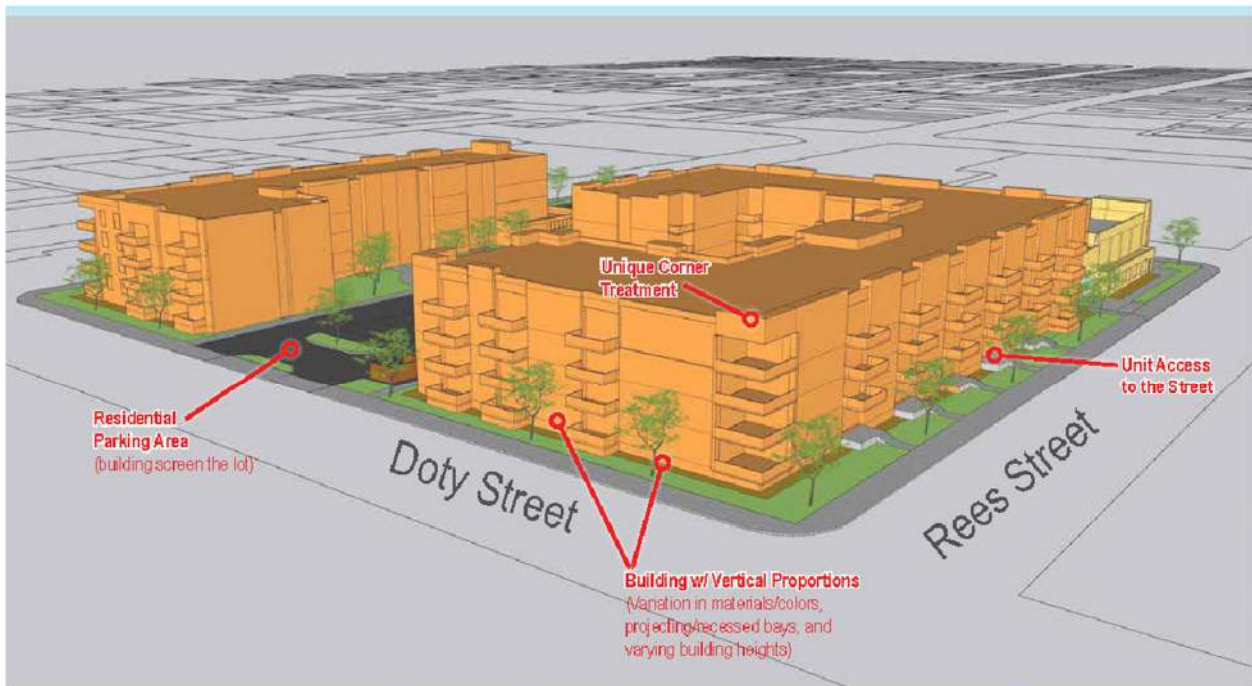
Northeast View



Southeast View



Southwest View



OTHER GENERAL INFORMATION

About Fond du Lac

The City of Fond du Lac is centrally located in Wisconsin – one hour from Milwaukee, Madison and Green Bay – and is located at the base of one of the country’s largest inland lakes, Lake Winnebago. Known for its world-class fishing, windsurfing, snowmobiling and ice fishing, Lake Winnebago is a four-season playground right in our own backyard.

But the Fond du Lac area is much more than just a magnificent lake. Some of Mother Nature’s finest work can be seen through our great golf courses, beautiful roads, idyllic towns and hiking and biking trails. This area is a hunter’s paradise with our healthy population of deer, turkey, waterfowl and pheasant. Our resurgent downtown is full of fun boutiques, rich offerings of museums and galleries, restaurants that are sure to satisfy your inner gourmand and accommodations to meet every need and budget.

Downtown Fond du Lac boasts a wide variety of shops and restaurants sure to please those looking for a local experience. Additionally, Downtown Fond du Lac hosts many events throughout the year including Farmers Market, Fondue Fest, parades and more.

Fives Giddings & Lewis – A Cog of Fond du Lac’s Manufacturing Legacy

Fives Giddings & Lewis first opened its doors in 1859 starting with a focus on lumber to shifting gears to make machines for multiple industries around the world. The company continued to grow and expand its campus and what you see at the corner Johnson Street, Doty Street and Rees Street represents the industrial campus layout of 1929. Today, Fives Giddings & Lewis continues to make machines that touch every aspect of our lives, from airplanes to harvest food, all done with integrity and attention to customer service at a campus that has been a mainstay of the community.

About Downtown Fond du Lac

The Downtown is the heart of our city. It is here in the heart of our city where tourism thrives and locally owned businesses keep the pulse of Fond du Lac beating. It is here where celebrations and commemorations take place. Where memories are made and our children and grandchildren play. It is our community center.

Downtown Fond du Lac serves as the historic 'center' of the community. The Downtown has seen a resurgence in recent decades. Today, Downtown is a thriving business district offering a wide variety of shops, restaurants, taverns, services, arts and entertainment. The unique spaces of Downtown Fond du Lac offer residents a local flavor to their shopping and dining experiences in the heart of our vibrant community. Historic buildings, unique décor and apparel shops, delicious cuisine, Public Library and City Hall are just a few of the amenities downtown has to offer. As of August 2021, the vacancy rate of downtown is 5.7%. During the COVID19 pandemic, six new small business opened within the downtown adding to the vibrant mix retail, service and restaurants. Currently there are waiting lists to rent in the Downtown area.

Downtown Fond du Lac Business Improvement District (BID) | Downtown Fond du Lac Partnership, Inc. (DFP)

Downtown Fond du Lac is also served by a Business Improvement District (BID). The BID coordinates efforts to promote and enhance the success of commercial businesses and restaurants in the Downtown area. This includes annual Downtown promotional events including but not limited to a Fondue Fest Farmers Market, Night Market, Wine Walk, etc. The DFP works with the Fond du Lac Festivals on Sturgeon Spectacular, an event held in February that celebrates the sturgeon spearing season on Lake Winnebago along with all things winter – snow sculpting, ice sculpting, chili crawl and more. They also coordinate different marketing and advertising efforts related to supporting Downtown businesses.

Downtown Business Improvement District – Business & Residential Unit Inventory

- There are approximately 280 businesses representing 55 retail stores, 40 food and drink establishments and a mix of professional services, health and human services, education and manufacturing.
- There are approximately 580 residential units.

The Downtown Fond du Lac Partnership (DFP) is the governing body of the BID. The DFP supports the central business district of the city of Fond du Lac, and over the past 12 years, the DFP has reinvested over \$250,000 into downtown riverfront/river walk beautification, funding for the design and construction of public art, annual Christmas decorations, landscaping, grants for building improvement project and improvements to historic properties, and more.

Fond du Lac Farmers Market

Downtown is also home to the Fond du Lac Farmers Market, which runs on Saturdays from May through October along Main Street between Forest Avenue and Western Avenue. There are over 80 vendors that bring more than 3,000 shoppers downtown weekly.

Fond du Lac Night Market

The Night Market is a vibrant open-air street market dedicated to leisurely strolling, shopping, and eating. This is the inaugural year of the Downtown Fond du Lac Night Market with a mission of drawing positive attention to the downtown business district while fostering community collaborations through art, music, and experiences. In 2021, the market ran on five Thursdays from July through August from 5- 8pm. This event is a complement to another downtown event, Thursdays of Summer @ Thelma, which is a weekly concert series by Thelma Sadoff Center for the Arts.

Reinvestment Highlights

The Hotel Retlaw sits at the pulse point of Main Street and Division Street. This historic hotel, constructed in 1925, underwent a \$25 million renovation in 2019 to restore its original character and create a vibrant lodging option. The resurgence of the downtown, with the Hotel Retlaw reopening being the most prominent project, cannot overshadow the many reinvestments made by local businesses and developers such as:

- the creation of an outdoor upper patio at Fat Joe's Burgers & Brew, a longtime staple of the downtown restaurant scene
- the renovation of a vacant building into 18 Hands alehouse with an outdoor seating area and residential above
- the opening of the Brick House restaurant in a vacant, historic building with an outdoor seating
- the reinvestment by J.F. Ahern in their original storefront building on Main Street
- the opening of the Cellar District restaurant in a former church that highlights products from local businesses
- the installation of five (5) murals through the downtown
- the opening of six (6) new small businesses during the COVID-19 pandemic
- the opening of The Escape Room Fond du Lac in a previously vacant building