

**Request for Proposals for
Downtown Redevelopment**
402 E. Main St. & 111 Vine St.

Issued December 13, 2020



CITY OF
SUN PRAIRIE
Wisconsin

Request for Proposals for Redevelopment

City of Sun Prairie, Dane County, Wisconsin, USA
402 E. Main St. & 111 Vine St.

Purpose of this RFP

The City of Sun Prairie is seeking qualified developers and/or end users to submit proposals for a 0.45 acre City-owned urban redevelopment site located on East Main Street (STH 19) in Downtown Sun Prairie. This site is located on the eastern edge of the Downtown central business district, at its transition with the residential neighborhood lying to the north and east. The site contains two vacant buildings that are planned to be razed to make way for redevelopment. The City recently acquired this site with the intention of facilitating its redevelopment.

Together with redevelopment efforts currently being planned a few blocks to the west at the site of the July 2018 gas explosion, this site offers an exciting opportunity to become part of the resurgence occurring in Downtown Sun Prairie. The Sun Prairie Stronger campaign has captured the community's interest in the growth and vitality of the Downtown, and this area is primed for new investment.

Desired Project Components

The successful project team will need to demonstrate not only that they have the experience and qualifications necessary to complete a successful redevelopment on the site, but also that they understand the sensitive nature of redevelopment projects located at the edge of established residential neighborhoods. As such, the successful proposal will be the one that not only demonstrates attainability and financial practicality, but also the following:

1. Creative architecture that recognizes this site's location at the edge of both the Downtown and the adjacent established residential neighborhood.
2. Site and building design that provides a density and scale that minimizes impacts on adjacent residential properties.
3. Use of building architecture, materials, landscaping, lighting and other design features that are compatible with the overall aesthetics of Downtown Sun Prairie, as well as the residential neighborhood surrounding the site to the north and east.
4. Providing an on-site and/or in-building parking plan for residents/tenants, with minimal reliance on the use of on-street parking, which is coveted by existing residents in the area. Residential uses shall 'park themselves' on-site, and non-residential uses shall be served with a combination of on-site parking, on-street parking, and nearby municipal parking lots.
5. Providing property tax valuation that is consistent with or higher than other uses Downtown.
6. Contributing to the Downtown environment by providing unique, quality commercial uses that generate economic activity and contribute to the overall success of Downtown as a place for business.
7. Incorporating renewable energy, sustainable design, and other "green" practices.
8. Furthering the City's objectives related to providing housing alternatives for the full spectrum of income levels.

Required Proposal Format

Respondents to this RFP must submit 6 paper copies (Up to 20 additional paper copies may be requested if the proposal is selected for further consideration) and 1 digital PDF file of the following information:

1. Cover letter with an overview of the proposed project, including a description of the project, cost, schedule and other relevant information about the project.
2. A detailed listing of the project team, including resumes, featured projects and references.
3. Conceptual and preliminary architectural rendering or other illustration of the project.
4. Conceptual and preliminary site plan and building layout.
5. A Statement of Qualifications describing the development team's ability to complete a successful project, including:
 - a) Proven experience in completing and successfully implementing mixed-use and redevelopment projects, including commercial (restaurant, retail, office) and residential projects of similar scale and complexity.
 - b) Evidence that the project team has the financial resources and expertise necessary to successfully complete the project.
 - c) Furthering the City's objectives on diversity through the contracting of minority or otherwise disadvantage business enterprise contractors that are qualified to construct the project, or the project will otherwise provide services and/or products to a diverse customer base.
 - d) Ability of the development team to complete the project in a timely fashion.
 - e) Ability to coordinate with neighboring properties through an active public engagement process, solicit feedback through this process, and accommodate reasonable modifications to the project if necessary.
 - f) Complete and current contact information for all members of the project team.
6. To the extent possible, preliminary Financial Information to be provided should include:
 - a) Purchase price of the land to be offered by the developer.
 - b) Comprehensive project budget.
 - c) Projected assessed valuation for the project.
 - d) Preliminary cash flow analysis of the proposed project.
 - e) Request for TIF or other financial assistance by the developer, including a detailed justification for the request.
 - f) Documented evidence of project financing, or the ability to obtain project financing in a timely manner.
 - g) Disclosure of all investors in the proposed project, along with any involvement in bankruptcy, foreclosure, or other forced sale proceedings within the past 10 years.
 - h) Provision of full contact information of all key project team members (architect, builder, attorney, etc.), and disclosure of any involvement in bankruptcy, foreclosure, or other forced sale proceedings within the past 10 years.
7. NOTE: Competitive proposals may be asked to provide the following:
 - a) Disclosure of any terms of private financing including principal borrowed, interest rates, committed collateral, personal guarantees, and order of positions by financing entities.
 - b) Business financial statements for the business entity to own the project.
 - c) Personal financial statements for any and all key principals with more than 10% stake in the proposed investment (upon request).

Evaluation of Proposals

Proposals shall be reviewed by a team of Community Development staff, and reviewed by the Sun Prairie Community Development Authority (CDA) using the following criteria:

<i>Quality of the Project</i> (Architecture, site design, land use, projected valuation, economic impact, etc.)	<u>25%</u>
<i>Economic and Financial Feasibility of the Project</i> (includes offer to purchase, TIF request, financial capacity of the developer, project budget, ability to obtain financing, etc.)	<u>25%</u>
<i>Qualifications of the Project Team</i> (experience, capabilities, resume, etc.)	<u>25%</u>
<i>Neighborhood Impact and Engagement</i> (includes transition to residential, landscaping, density, communication with neighborhood, mitigation of parking and traffic, etc.)	25%

The City reserves the right to eliminate any and all proposals, including any that are deemed incomplete or do not meet the above submittal requirements.

It is currently anticipated that the CDA will make a recommendation to the City Council for final consideration.

RFP Schedule

The anticipated issue date for this RFP is December 13th, 2019.

Proposals are due by:

3:00 pm on Friday, January 31st, 2020

Delivery of proposals should be provided to:

**City of Sun Prairie Community Development Department
300 E. Main St.
Sun Prairie, WI 53590.**

Questions Regarding the RFP

Questions regarding this RFP should be emailed by no later than January 22, 2020 to business@cityofsunprairie.com. City staff will provide a written response by no later than January 24, 2020. All submitted questions and responses will be shared via email with all respondents, and posted on the project page of the City website.

RFP Web Resources Page

Additional supporting data, documentation and information relating to the redevelopment of this site can be found online at:

<https://www.cityofsunprairie.com/402EMainRFP>

Project Site Information

Address: 402 E. Main St. (Parcel Number: 081105464234) – 0.15 acres or 6,525.41 s.f., Vacant Commercial; 111 Vine St. (Parcel Number: 081105464127) – 0.3 acres or 12,579.87 s.f.; Vacant Single Family

Total Area (Combined Lot Size): 0.45 acres or 19,105.28 s.f.

Lot Dimensions: Approximate Length of Northern site boundary: 125 ft.
 Approximate Length of Southern site boundary: 107 ft.
 Approximate Length of Western site boundary: 156 ft.
 Approximate Length of Eastern site boundary: 175 ft.

Zoning: Central Commercial (CC), Business District Overlay; Detailed regulations are included on the [RFP Resource Web Page](#).

Adjacent Uses/Zoning:

North: Single Family Residential / Zoned Central Commercial
South: Main Street, Medium Density Residential (Two Story Townhomes) / Zoned Planned Development
West: Vine Street, City Hall / Zoned Central Commercial
East: Single Family Residential / Zoned Central Commercial

Comprehensive Plan Designation: Downtown Mixed Use (DMU); Detailed land use descriptions are included in the [RFP Resource Web Page](#).

Environmental Status: Closed DNR Brownfields site (petroleum tanks have been removed), Phase II study completed in 2019. Materials management plan required. Links to the Phase I and Phase II environmental review study reports have been included on the [RFP Resource Web Page](#).

Grade Change: Elevation changes from approximately 949 to 961 feet (from south to north); A link to a topography map provided on the [RFP Resource Web Page](#).

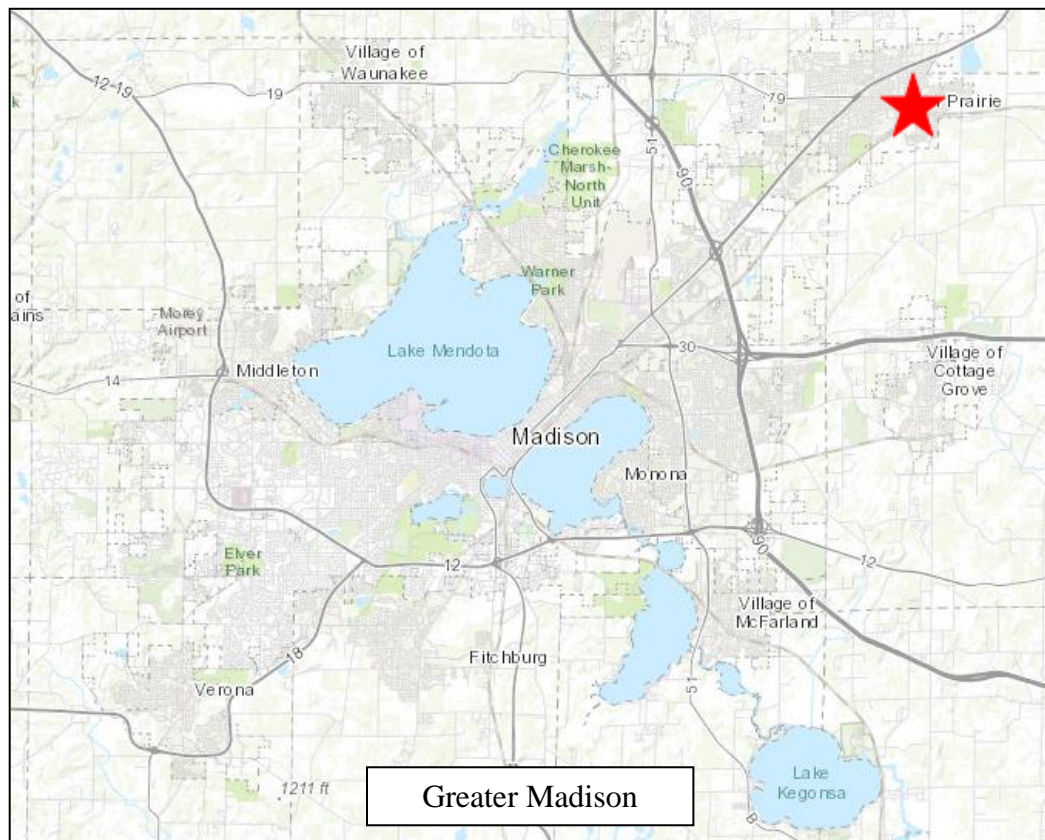
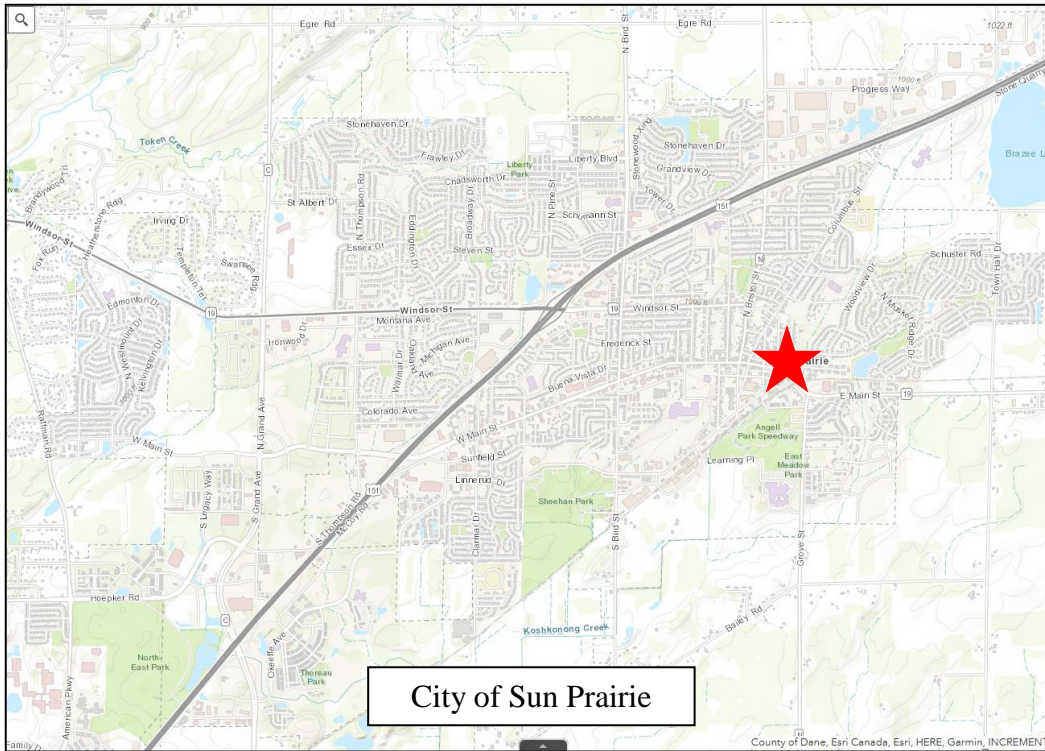
Traffic Counts (AADT): Currently estimated at just under 10,000 cars per day in 2018 on Main Street/STH 19 in front of City Hall. (Source: <https://wisdot.maps.arcgis.com>)

Utility Sizing: Water (6" on Vine, 10" on Main); Sanitary Sewer (8" on both Vine & Main). See [RFP Web Resources Page](#) for location information.

Existing Structure Information: The site currently includes one two-story single family home and one single-story commercial. Both are scheduled for demolition before the end of 2019.

Tax Increment Finance District: TID #8 A redevelopment district that was created to revitalize the former industrial area within historic downtown into a mixed-use destination. As of 2018, approximately \$17.6 million in TIF assistance was used for demolition, environmental remediation, infrastructure installation, beautification, and direct economic incentive payments – creating approximately \$57 million in new value within the TID boundary. TID 8 is projected to close in 2024. (There is the potential for this area to be included in a prospective new overlay TIF District that could be considered as early as 2020.)

Site Location Maps



Aerial Site Photo



Other General Information

About Sun Prairie

Sun Prairie is a vibrant and thriving community located in northeastern Dane county, just east of the City of Madison. The City has experienced strong population growth since its incorporation from a village to a city in 1958, undergoing a transformation from a relatively small community of less than 4,000 to an estimated 34,926 today. It is one of the fastest growing cities in the State of Wisconsin in terms of population growth, net new construction value, and expansion of new business growth.

The City is well situated regionally, with excellent access to major transportation infrastructure and facilities (e.g. U.S. 151, I-39/90/94, the Dane County Regional Airport, etc.).

Known by many as the birthplace of artist Georgia O'Keeffe, Sun Prairie benefits from its proximity to the City of Madison and the University of Wisconsin, which provide many amenities, events, and attractions for both residents of and visitors to the Sun Prairie area.

Sun Prairie has become known in the region for its high quality of life, its excellent parks and recreation programs, historic downtown, its exceptional public school system, one of the top libraries in the region, and progressive approach to the development and redevelopment of the community.

About Downtown Sun Prairie

Downtown Sun Prairie serves as the historic 'center' of the community. The Downtown has seen a resurgence in recent decades, spurred by the redevelopment of Cannery Square and several other sites since the early 2000's. Today, Downtown is a thriving business district offering a wide variety of shops, restaurants, taverns, services, arts and entertainment. The unique spaces of Downtown Sun Prairie 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, spa services, delicious cuisine from across the culinary globe, craft beverages, the Sun Prairie Historical Museum, and City Hall are just a few of the amenities downtown has to offer. Vacancy of Downtown commercial space has generally been less than 2,000 s.f. at any given time in recent years. Residential vacancy for rental units is generally between 3-5%, and is often less in the Downtown area.

Downtown Sun Prairie Business Improvement District (BID)

Downtown Sun Prairie 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 Wine Walk, a Beer Walk, Ladies Night Out, Fall Fest, Streets of Scarecrows, Streets of Summer, etc. The BID also coordinates with the City on major community events like Groundhog Day and the Holiday Tree Lighting and Fire Truck Parade. They also coordinate different marketing and advertising efforts related to supporting Downtown businesses. These efforts are funded by an additional annual, self-imposed assessment on Downtown commercial properties.

Sun Prairie Farmers Market

Downtown is also home to the Sun Prairie Farmers Market, which will be located on Market Street and Cannery Square for the 2020 season.

Sun Prairie Stronger Redevelopment Plan

The City is currently wrapping up a conceptual redevelopment planning process for the Main and Bristol Street area that was destroyed by a natural gas explosion in 2018. This site is approximately two blocks from the redevelopment site addressed in this RFP. It is anticipated that this process will be completed by the end of 2019. The plan discusses potential land uses, residential densities, parking, and street connections for the immediate planning area around this intersection.

Redevelopment of Ashley Field

A major renovation to Ashley Field designed to create a new multipurpose stadium used by the existing Sun Prairie High School as well the new West High School to be constructed by 2022 is being reviewed by the City of Sun Prairie. The current schedule includes the demolition of the existing concessions building, press boxes, and concrete bleacher seating in Fall of 2019. The existing Prairie Phoenix Academy (PPA) is planned to be demolished in 2022. The referendum scope for the PPA school site includes demolition of the building, infilling, and restoring the area to grass. Future plans to create a plaza or connection to Main Street will be discussed with the City of Sun Prairie at a later date but is not part of the current plans. The redevelopment of Ashley Field includes a new entry plaza area with new buildings containing concessions, restrooms, ticketing and maintenance added to the upper portion of the site at the main parking lot to the south of the stadium. The bleachers will hold approximately 2,037 students and spectators on both the east and west side of an updated turf field for a total of 4,075 spectators. The field will be used primarily for soccer, football and Lacrosse among other sporting events. This project is anticipated to be a major activity generator immediately adjacent to Downtown Sun Prairie.

Downtown Parking Information

City staff conducted a Downtown Parking Study in August 2019. A summary of the preliminary findings included:

- Clear increased demand over the previous study conducted in 2017.
- Overall usage rate of municipal parking lots: Increased from 44% to 52%
- Highest usage time of day: 6 p.m. (70%)
- Highest usage lot: Lane Street South Lot at 6 p.m. (98%);
- On-street parking usage generally mirrored parking lot usage, but at a lower usage rate.
- Municipal lots and on street parking south of Main Street hit high utilization rates during peak hours of 6-10 p.m.
- Municipal lots and on street parking north of Main Street appear underutilized during peak hours of 6-10 p.m.
- The average usage of on-street parking coincides with peak usage of municipal lots around 6:00 p.m.
- The average utilization rate for on-street parking was only 29%.

The City is also currently in the process of acquiring the building at 117 Columbus Street, and is working with the Bank of Sun Prairie on a potential reconstruction and expansion of the public parking lot in the 200 block of E. Main St. The project may also include the burying of overhead utilities in this area. This project is likely to occur in 2020 or 2021.

The public parking lot located behind City Hall at 300 E. Main St. primarily serves City and Bank of Sun Prairie employees during the day, but generally has some capacity during evening hours. This lot is likely to be part of the recommendation for parking for any project that might occur on the site.

Market Data for Downtown Sun Prairie (City of Sun Prairie Dept. of Econ. Dev.)

- There are approximately 80 businesses in the Downtown Sun Prairie Business Improvement District representing retail (25), services, food and drink (18), health and human services, and manufacturing.
- There are approximately 529 residential units in the BID boundary.
- The primary trade area for restaurants and specialty retail in Downtown Sun Prairie is estimated to be a radius of 3-5 miles with a population of 20,000 to 30,000 people, with a secondary trade area of 5-10 miles and a population of 30,000 to 40,000.