



A Request for Proposals

The City of Madison, Wisconsin is soliciting proposals from adjacent property owners for the purchase and redevelopment of the former Truman Olson Property at 1402 South Park Street.

Disclosure and Disclaimer

This Request for Proposals (“RFP”) is being furnished to the recipient by the City of Madison (the “City”) for the recipient’s convenience. Any action taken by the City in response to submissions, made pursuant to this RFP, or in making any awards or failure or refusal to make any award pursuant to such submissions, or in any cancellation of awards, or in any withdrawal or cancellation of this RFP, either before or after issuance of an awards, shall be without any liability or obligation on the part of the City and its officials and employees.

The City, in its sole discretion, may withdraw this RFP before or after receiving submissions, may accept or reject any or all submissions, and may waive any irregularities if the City deems it appropriate and in its best interest. The City shall determine the responsiveness and acceptability of any proposal submitted.

Prospective developers should rely exclusively on their own investigations, interpretations and analyses in preparing and submitting proposals, and should not rely on communications with City staff or officials. The City makes no warranty or representation that any submission which conforms to the requirements of this RFP will be selected for consideration, negotiation, or approval.

The City and the selected developer(s) will be bound only if and when a submission, as same may be modified, and any applicable definitive agreements and budgetary authorizations pertaining thereto, are approved by the Common Council of the City of Madison and then only pursuant to the terms of the definitive agreements executed among the parties.

NOTE: All submissions and supporting data shall be subject to disclosure as required by State law. The City anticipates making the proposals publicly available after the submission period closes.

1. Introduction

The City of Madison, Wisconsin, is soliciting proposals for the purchase and redevelopment of the former Truman Olson United States Army Reserve facility (the “Property”) from developers with demonstrated experience in the redevelopment of urban properties (“Developers”). The Property, shown in Appendix A and totaling approximately 3.49 acres, is located on the south side of Madison near the intersection of South Park Street and Cedar Street 1402 South Park Street. This Request for Proposals (“RFP”) provides prospective Developers with information to assist in the preparation of a competitive proposal, proposal submission requirements, and the process that will be used to select proposals for the Property.

2. Background

In 2012, the City of Madison (the “City”) acquired the Property from the United States Department of Defense (“DOD”). The Property was originally acquired for employment purposes. The Truman Olson Redevelopment Plan was developed to guide the disposal of the Property, and informs the process for the development and issuance of this RFP.

The City has adopted the Wingra BUILD Plan to guide development and redevelopment in this area. This plan calls for an extension of Cedar Street through the Property, and the sale of the balance of the Property for redevelopment. The purpose of this RFP is to select a Developer to move this street extension and associated redevelopment forward in a timely manner.

3. RFP Property Project Goals

The Goals below are critical components of a successful proposal:

- Complete the Cedar Street connection from Park Street to Fish Hatchery Road, via Appleton Road, in a manner that meets all City requirements.
 - NOTE: The Cedar Street connection will be located and designed in direct consultation with the City of Madison Engineering, Traffic Engineering, and Planning Divisions. City Traffic Engineering has recommended an 80’ ROW for this street extension. This ROW should be located on the site in consultation with the above City agencies.
 - NOTE: The extension of Cedar Street should include the extension of all City utilities (water, sewer, etc.) necessary to serve the development on the Property.
- Installation of a North / South public street beginning at extended Cedar Street / Appleton Road, which will extend south through the Truman Olson site to eventually intersect Wingra Drive.
 - NOTE: The City has not performed any wetland determinations and any road extensions would need to follow all City, County, and State environmental guidelines.
- Sell the remaining Property to adjacent property owner(s) at a price consistent with Section #4 of this RFP.
- Ensure that a grocery store remains in the area to serve the neighborhood.
- Create development that is consistent with guidelines in Urban Design District # 7.

- Increase tax base.
- Development of workforce housing targeted to residents making 50-80% AMI.
- Enhance pedestrian and bike connectivity.
- Implement the Wingra BUILD Plan and City Comprehensive Plan, including higher density residential, and mixed-use transit oriented development.
- Create shared structured parking.

4. Purchase Price

All proposals must include a price per square foot for the purchase of the Property from the City. The City will conduct an appraisal of the property and review all proposed purchase prices against this appraisal. The City reserves the right to negotiate the purchase price after submittal of the proposals with the prospective Developer. The City is not obligated to select a Developer based solely on the highest purchase price offered.

The purchase price, any request for City financial assistance, and any related financial information must be sealed in a separate envelope and clearly labeled with the development team or proposal's name. This information should either be excluded from digital submissions or flash drive and clearly identified as a separate document.

5. Adopted Plans and Design Guidelines

The following will govern the redevelopment of the Property:

Adopted Plans.

There are several adopted City plans that cover the Wingra Plan study area bounded on the east by Park Street, on the west by Fish Hatchery Road, on the south by Wingra Creek and Wingra Drive. These plans represent the community's desires for the future of the area. In particular, the Wingra Market Study and Conceptual Redevelopment Plan was developed with extensive input from the surrounding neighborhood, businesses, and other stakeholders. Although this plan was adopted in 2006, these groups have remained active in the planning for this Property through the South Madison Neighborhoods and South Park Street Business community planning process. Respondents to the RFP will need to engage these groups throughout the design, development, and entitlement processes.

Design Guidelines. Development of the Property is subject to the requirements and guidelines established for Urban Design District #7. Developers will be required to follow these requirements and guidelines, which are available at:

<http://www.cityofmadison.com/planning/documents/udddist7.pdf>

<http://www.cityofmadison.com/development-services-center/land-development/private-property/urban-design-approvals>

Wingra Creek BUILD Plan. The Wingra Market Study and Conceptual Redevelopment Plan Summary Report adopted in March 2006 can be found at the link below:

<https://madison.legistar.com/View.ashx?M=F&ID=3480038&GUID=BE976492-BDFF-430E-82E3-69583753AB84>

South Madison Neighborhood Plan. This plan identified the Wingra District as a strategic area for future revitalization efforts and indicated that the Wingra Plan, which was under development at the time, would provide more specific recommendations for this area. This plan can be found at the link below:

https://www.cityofmadison.com/dpced/planning/documents/South_Madison.pdf

More Neighborhood Plan Information. Respondents who wish to review neighborhood information and plans are encouraged to visit the City's neighborhood website located at the link below:

<http://www.cityofmadison.com/neighborhoods/>

6. District and Property Information

The Property at 1402 South Park Street totals approximately 3.49 acres and is located on the south side of Madison near the intersection of South Park Street and Cedar Street, as described and shown on this page and in Appendix A.

The characteristics of the Property include but are not limited to the following:

- The Property is shovel-ready.
- The Property is located in Tax Increment Financing District ("TID") # 42 (Wingra), which was created in 2012 and expires in 2039. A map of TID #42 can be found here:



- [https://www.cityofmadison.com/dpced/economicdevelopment/documents/TID%20%2342\(11\).pdf](https://www.cityofmadison.com/dpced/economicdevelopment/documents/TID%20%2342(11).pdf)
- Full utilities are available to the Property.
- The Property is zoned CC-T Commercial Corridor – Transitional District.
- The City will be selling the Property “as is”. The City can provide copies of the following environmental reports:
 - Environmental Condition of Property Report: Truman O. Olson U.S. Army Reserve Center (WI033) – June 2007
 - Environmental Survey Report for Asbestos, PCB, Lead-Based Paint and Radon: 88th Regional Support Command – November 22, 2004
 - Environmental Assessment for BRAC 05 Recommendations for the Closure, Disposal, and Reuse of the Truman Olson United States Reserve Center, Madison, Wisconsin, Fac ID WI033 – February 2012
 - Limited Phase 2 Environmental Site Assessment of Property conducted by City of Madison Engineering Staff, which includes soil and groundwater sampling
 - In conducting the Phase 2 ESA of the Property, the City detected limited soil and groundwater contamination and determined no further action.
- Buyer accepts all responsibility for the Property.
- Concrete from the former Truman Olson building was used to fill in the foundation of the building.
- NOTE: The proposed City of Madison Comprehensive Plan designates the area as RMU (Regional Mixed-Use) and the existing Comprehensive Plan designates the area as CMU (Community Mixed-Use). Proposals should be responsive to the changes being considered in the City of Madison’s Comprehensive Plan, which can be found here: <https://www.imaginemadisonwi.com/>.
- The Park Street corridor is a potential corridor for Bus Rapid Transit (BRT) service.

The Property is located adjacent to the Metropolitan Unified Fiber Network (“MUFN”). MUFN is a collaborative metro fiber-optic network serving education, health, government, and non-profit organization anchor institutions in the Madison, Middleton, and Monona, WI area. It unifies existing telecom resources to facility enhanced internet, point-to-point connectivity, and application sharing. Additional information on MUFN can be found at the website below:

<http://www.mufn.org/>

7. No Representations and Warranties: AS-IS Condition.

It is the intent of the City to sell the Property in “as-is” condition, with all faults. The City disclaims all warranties and representations that concern the Property. The Developer shall rely on its own inspections and shall be solely responsible for the structures and materials located on the Property from and after the date of closing. The Developer will have relied exclusively upon its own inspections and reviews, and not upon any representation or warranty of the City or its agents or employees.

The City is prepared to negotiate an option period for the Property upon review and selection of proposals submitted through this RFP.

8. City Approvals

There are several concurrent approvals that will need to occur for a Developer to receive full entitlement to proceed. Redevelopment of the Property will likely require review by the Plan Commission, Urban Design Commission (“UDC”), Board of Public Works, and Pedestrian Bike and Motor Vehicle Commission, as well as Common Council review and approval.

Neighborhood Process

The entitlement process has two main parts. The first is pre-application, in which the Developer meets with the neighborhood association (Bay Creek) to present the proposal, listen to feedback, and make adjustments accordingly. The Alderperson (<http://www.cityofmadison.com/council/>) of the District (District 13) and City staff are available to assist the Developer through this process.

Plan Commission Approval

The second half of the process is the formal review of an application once it has been submitted to the City. Developers should plan for both the pre-application and formal application phase of the entitlement process to last between four (4) and six (6) months for projects within the Wingra District. As noted in the Adopted Plans and Design Guideline section, the more aligned a proposal is with the Comprehensive Plan, Wingra BUILD Plan, Urban Design Guidelines, and existing zoning, the quicker the process will be.

Urban Design Commission Approval

The Property is within Urban Design District #7, the architecture and design of proposed structures on that parcel will be subject to UDC approval.

Zoning

The Property is currently zoned P CC-T Commercial Corridor – Transitional District.

9. City Assistance

Facilitating the redevelopment of the Property is a high priority for the City. The City will assist the selected Developer by:

- Providing information and assistance obtaining entitlements as noted above.
- Facilitating meetings with various stakeholders as needed (e.g., City staff, elected officials, neighborhoods, etc.)
- Providing information on TIF and the TIF application process.
- Providing information on City’s Affordable Housing Fund and application process.
- Assisting developers in accessing other financial resources (e.g., New Market Tax Credits, bond programs, affordable housing tax credits, state programs, etc.).

10. Proposal Requirements

Each proposal should contain all of the following information. While the City is interested in quality and well thought through proposals, brevity is strongly encouraged as noted in the page limits below. Developers may submit multiple proposals. **At this time, the City is only considering proposals from adjoining property owners.** Each section below should be identified in proposals by tabbed sections or cover pages.

1. Development Team (Three pages maximum)
 - a. Describe the composition, expertise, and experience of the development team, including examples of previous successful project from within the last five years.
2. Design Concept / Land Use(s) (Two pages of text maximum, plus any associated plans)
 - a. Describe the development program and concept.
 - b. Submit preliminary site and building plans, building elevations, and sketches with enough detail to help communicate development concept.
 - c. Indicate the development land uses, prospective business types, along with unit counts and square feet per use.
3. Financing (Three pages of narrative maximum plus pro-forma and sources and uses document)
 - a. Indicate the purchase price to be paid for the Property along with any financing conditions or contingencies. The purchase price and any related information should be sealed separately in an envelope labeled with the development team or proposal's name clearly identified. No references to purchase price should be included elsewhere in the proposal.
 - b. List the sources and uses of funds that demonstrate project feasibility. If utilizing New Market Tax Credits or other financial assistance programs, indicate team's experience with these financing methods. Include an estimate of any and all City assistance that the developer is requesting.
 - c. Summarize the overall economic impact and tangible benefits for the City, including tax base generation, construction jobs, and permanent jobs.
 - d. Outline any other community benefits the proposed project will generate.
 - e. Development pro-forma and cash flow statement
4. Ownership Structure (One page maximum)
 - a. Describe the desired method for taking title to the Property.
5. Process / Timeline (One page maximum)
 - a. Provide a timetable for each major phase of the project.
 - b. Provide a summary of the marketing approach/plan if applicable.
 - c. Describe a neighborhood participation process or plan.
 - d. Timeframe for phasing and development.

11. Additional Information

- The City reserves the right to reject any or all proposals for any reason at its sole discretion.
- The City reserves the right to combine development proposals and suggest development partnerships between development proposals.
- If no development proposal is selected, or the selected Developer(s) is unable to finalize an agreement with the City, the City reserves the right to advance development proposals as they come forward.

12. General Selection Criteria and Process

The City has created a selection committee, who will be responsible for evaluating the proposal based on the following criteria:

- Development team's expertise, experience, and financial capacity.
- Quality of the proposed development.
- Economic feasibility of the proposed development.
- Adherence to adopted plans and design guidelines for the Property.
- Value of the estimated tax base to be generated by the redevelopment of the Property.
- Permanent employment to be generated by the proposed development and quality, quantity, and range of housing units to be generated
- Purchase price and financing terms and conditions for the purchase of the Property.
- The length of time required to implement all phases of the redevelopment of the Property.
- Feasibility of the project.

The selection committee will rank proposals for the Property. The selection committee will make all responses to this RFP available to the public. The Committee will likely invite respondents to a publicly-noticed meeting to present their proposals.

Upon selection, the committee will make a recommendation to the City's Common Council. Upon acceptance of a proposal by the Common Council, Staff will negotiate term sheets with the selected developers. Final approval is contingent upon Common Council accepting the terms and conditions outlined in the term sheet and authorizing the execution of an option, or a Purchase and Sale Agreement.

13. RFP Proposed Schedule

January 9, 2018	RFP released
January 25, 2018	Pre-Submission Meeting 1:00 pm in Room 1000B of 30 West Mifflin Street (10th floor conf room)
April 13, 2018	RFP Responses Due
May 2018	RFP Response Review, Ranking, Interviews, Public Hearing
June 2018	Selection Committee deliberation and selection
July 2018	Common Council (CC) review and acceptance of selection
Aug – Oct 2018	Development Agreement formalized
Oct - Nov 2018	Development Agreement Resolution introduced at CC
Nov – Dec 2018	Committee Recommendation to CC
Jan 2019	Action by CC and subcommittees

Developers should plan for a 4-6 month minimum land use approval schedule following the Common Council approval date. Developers should note that the land use approval process is separate from any neighborhood process to review development proposals.

* Exact timing will depend on selection committee availability, complexity of negotiation, and length of selection committee, other committee, and Common Council deliberations.

SUBMISSION OF PROPOSALS AND PROPOSAL DEADLINE

Proposals must be submitted in sealed envelopes or boxes by **12:00 noon Central Daylight Time on Friday, April 13, 2018** to:

Economic Development Division
City of Madison
30 W. Mifflin Street – 5th Floor
P.O. Box 2983
Madison, WI 53701-2983

Five (5) copies of the proposal shall be submitted, along with a complete PDF document containing the proposal on a thumb drive in a sealed box or envelope. All graphic images included in the proposal shall be included on the thumb drive.

Proposal submissions should be organized in an 8.5" x 11" format with tabbed sections corresponding to the Submission Requirements listed in the "Proposal Submission Requirements" Section of this RFP. Any images, site plans, elevations, cross-sections, etc. should be in scalable format and put on sheets no larger than 11" x 17".

The purchase price and any related information must be sealed in a separate envelope and clearly labeled with the development team or proposal's name. This information should be included with digital submissions or thumb drive and clearly identified as a separate document.

Late responses will not be accepted and will be returned unopened.

Contact Information:

All questions related to this RFP should be directed to:

Dan Rolfs
Office of Real Estate Services
Economic Development Division
Email: drolfs@cityofmadison.com
Phone: 608.267.8722

If necessary, the City will issue an addendum to this RFP if questions demonstrate that an addendum is needed. The City may extend the due date if it judges it necessary.

APPENDIX A

