

Jefferson County Highway Department Site Request for Qualifications

City of Jefferson, Wisconsin
Jefferson County, Wisconsin

Issued _____, 2015



Due _____, 2015

I. Introduction

The City of Jefferson and Jefferson County are seeking interested and qualified development firm(s) to develop and own (or bring in an acceptable ownership group for) a mixed-use, multi-family residential development located on the site of the current Jefferson County Highway Department maintenance facility (site). The site is immediately adjacent to the Rock River and State Highway 18, and offers outstanding access to the Jefferson County Fairgrounds, Highway 26 Bypass/I-94, Jefferson Riverwalk and Downtown commercial district. These two sites combined have the potential to redevelop into over **new residential units and up to \$XX million** of new investment in downtown Jefferson.

Jefferson County intends to relocate all official uses from the site by **late 2015**, and wishes to sell the property for private uses consistent with the character and unique charm of Downtown Jefferson. Recent plans highlight the feasibility of new workforce, senior and/or other medium-density residential options that provide ideal location and access to nearby amenities. Development of the 18.34 acre site may occur in phases, over a number of low and medium-rise structures – these phases may be proposed in conjunction with each other, or as separate projects undertaken by a team of developers.

Planning and conceptual design efforts to date have established an estimated construction timeline within the next **18-24 months**, and the intent of this project is to prepare the site(s) to break ground no later than **2016**. A successful proposal will be consistent with previous plans and demonstrate a commitment to cooperation with long-term redevelopment goals for the surrounding district.

The City of Jefferson and Jefferson County have developed this information in to seek qualified development entities and are jointly responsible for selecting a development team and providing direction throughout the development process.

II. Project Background

Location

Downtown Jefferson sits at the political and cultural heart of Jefferson County - a jewel among its small-town living communities, with outstanding access to Wisconsin's largest metros from the I-94 corridor and State Highways 18 and 26. Many families working in Madison Milwaukee, or points north and south of the city choose the peaceful, rural living of the "Gemuetlichkeit City," a bedroom community with a proud German heritage and a culture all its own. With a picturesque riverfront setting at the confluence of the Rock and Crawfish Rivers, downtown Jefferson serves as a center of economic activity and civic life, hosting festivals, arts programming, dining, shopping and entertainment for local residents and visitors. Biking enthusiasts come from the surrounding area to ride The Glacial Drumlin Trail, and the two rivers providing ideal fishing, canoe and kayak opportunities.



Owing to its strong industrial base for a city of its size (population 7,984), downtown Jefferson is also served by the Union Pacific railroad. Jefferson has successfully retained some of its earliest manufacturing companies, which have grown to employ hundreds and represent global brands. A meat processing and packing plant on the southern edge of downtown, owned by Tyson Foods, employs 450. Nestle Purina PetCare manufactures pet food and employs 275 from its facility on Riverview Drive. The immediate area is also home to midsize employers as well as the City and County administrative and judicial offices located in Jefferson also constitute some of the largest employers, public or private, in the County.

Project History

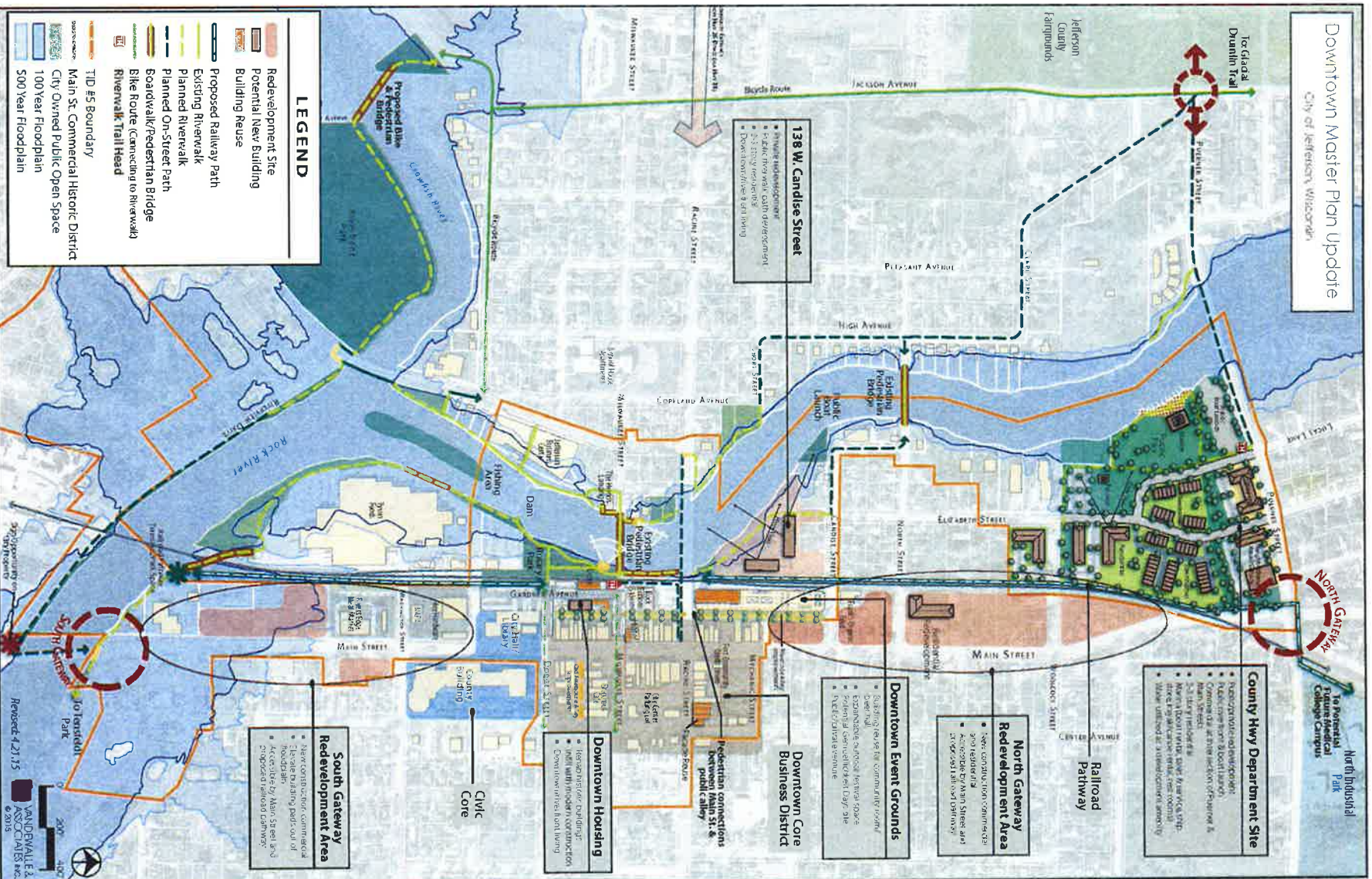
The City of Jefferson adopted its Downtown & Riverfront Redevelopment Area Plan in January 2007; this plan was updated in early 2015. This latest Downtown & Riverfront Redevelopment Area Plan Update examines untapped market opportunities in Jefferson and analyzes the community's existing economic development tools that have changed over the past eight years, and provides a future vision and implementation strategy for Jefferson downtown and riverfront revitalization that is in line with current economic realities.

The area of focus for the Downtown Plan Update is similar to that of the 2007 Plan, but with several notable additions. As indicated by the map on the following page, the Study Area generally includes all the area within or near the boundary of Tax Increment District (TID) #5, encompassing the Downtown Core Business District and the highest priority blocks south of Racine St./Highway 18, including Main, Milwaukee and Dodge Streets, as well as several major activity centers on the east and west sides of the Rock River. These economic nodes include the County Fairgrounds, North Industrial Park, Tyson Foods, City Hall and County administrative offices. The Downtown Historic District, the boundary for which was the basis for the recommendation of the City's Design Guidelines, is also within the Study Area.

Highlighting new and existing connections and access to downtown attractions is critical to maintaining a strong identity and sense of place. The Plan considers access to downtown Jefferson from the Highway 26 Bypass, and identifies "Gateways" that most clearly signal entrance into the Downtown Core. These include the North Gateway area at the intersection of Puerner & Bus 26/Main Street, including the County Highway Department site. Under the Plan, the natural attributes and riverfront setting of the Study Area and several key redevelopment sites will be further leveraged with respect to strengthened street and non-motorized pathway connections to existing parkland, pedestrian bridges, and riverwalk.

Accomplishments since the adoption of the 2007 Downtown and Riverfront Plan have demonstrated steady progress towards the realization of its implementation goals and objectives, even in the face of the economic downturn. Among other things, the City established a Redevelopment Authority (RDA) tasked with encouraging and overseeing new development; implemented a façade improvement program for downtown businesses; and implemented additional park and riverfront improvements at Rotary Park. Successful use of flood disaster grants allowed relocation of flood prone businesses and residents and has provided new assets like the Rivers' Edge Meat Market, Watson Ace Hardware and NAPA Auto Parts.

With increasing demand among young professionals and empty nesters for downtown housing, nightlife and amenities, the Highway Department site redevelopment will be expected to complement new and existing commercial activities in the downtown and Main Street districts and build on the momentum of other new and upcoming downtown developments.



Project Description

This redevelopment project is an initiative of the City of Jefferson and Jefferson County. The Jefferson Downtown & Riverfront Redevelopment Area Plan Update (2015) identifies the site as a priority along the “North Gateway” into downtown Jefferson, a highly visible point of entry for visitors, residents and workers.

In accordance with the Plan, the private development of a mixed-use structure(s) is being sought for the current Jefferson County Highway Department maintenance facility on the northern edge of Downtown Jefferson. The project is intended to create mixed-use residential and commercial buildings to complement the economic, recreational and cultural amenities and improvements planned for the greater Downtown area.

The Jefferson County Highway Department Site (18.34 acres over seven parcels) is currently home to the County highway facilities maintenance vehicles, salt, and garages. This site has been identified as a future redevelopment site due to the County’s upcoming relocation of the facilities to a more central/highway accessible location, its location on the Rock River and proximity to single-family neighborhoods.

Following environmental due diligence, this site could be redeveloped with low rise (2-3 story) multifamily residential buildings clustered around an extension of Elizabeth Street south of Puerner Street, connecting to the existing street grid.

Residential buildings should have pitched roofs to compliment adjacent single family residential neighborhoods, be located along public streets, and contain under-building tenant parking and surface lot visitor parking. The Puerner Street/Main Street frontage has higher levels of visibility and traffic and may accommodate mixed-use residential with first floor commercial, as well as small scale neighborhood service buildings.

The creek running through the north end of the site, partially underground, should be uncovered and utilized as a development amenity and be surrounded by green space. The Wisconsin DNR also indicates a willingness to explore development of a small public marina on the Rock River with transient docking, boat rentals and sales, ship store, small craft (kayak/canoe) rentals, storage and restroom facilities, pending a detailed permit application and review for compatibility with river ecology.

The floodplain should be surveyed at this site to determine the exact amount of buildable land as well as the ability to dredge a portion of the riverbank to accommodate more slips. Eventually the Downtown Jefferson Riverwalk Loop should extend to this site, with a public Marina and Puerner Street Bridge



serving as a trailhead for the North Gateway. The site should also be connected to the proposed Railroad Pathway. A triangular green space between the site's parcel line and Main Street frontage near the intersection of Puerner St/Main Street could serve as an ideal location for Downtown arrival signage for this Gateway.



The housing portion of each phase is expected to be market-rate, dense housing to complement the planned urban activities for downtown Waterloo suggested in the Downtown Plans. Note that the total estimated cost for full buildout of the site as shown in the concept rendering above is approximately **\$XX million**. However, the suggested uses are intended only to provide development guidelines, and alternate suggestions are will be considered.

III. Site Characteristics

The City of Jefferson and Jefferson County have approved a proposed development concept which calls for construction of mixed-use structure(s). The characteristics of the sites include, but are not limited to the following:

1. The County currently owns the site, and plans to move all Highway Department operations offsite by **late 2015**.
2. The parcels for development will contain the land, building pads and existing structure(s).
3. The City and County of Jefferson will consider developer incentives, depending on the proposal and any demonstrated financial gap.
4. The topography of the area is essentially flat (site plan available upon request).
5. Full utilities are available to the site (site plan available upon request).
6. The site is accessible to the public Riverwalk and other non-motorized pathways. Design concepts are attached.

7. The site may be eligible to use Wisconsin Housing and Economic Development Authority (WHEDA) housing tax credits.

IV. Submission Requirements

All developers wishing to receive consideration must submit, in writing, the following information:

1. A detailed description of the development team, which includes descriptions and resume/background information of all principals and their proposed level of involvement. Joint venture teams must submit the requested information for each firm involved.
 - a. Information regarding the key personnel that will be working on this project, for example, project manager, field engineers, inspectors, etc., including the entity's capability to replace key personnel over the life of the project.
 - b. Submit an organizational chart for the comprehensive team.
2. Specific and detailed examples of similar projects or similar scope for projects that have been developed owned and managed by the developer, with an emphasis on the following: economic viability, quality of architectural design, timeliness of performance, and experience with TIF and other public financing mechanisms.
 - a. Statement and written reference from three past and current clients demonstrating such things as, general professional integrity and compliance with public policy; reputation held with clients and community in general; and overall performance, including awards and recognition received in the past five years of similar work.
 - b. Statement demonstrating the entity's general and specific knowledge of the City and region.
3. A statement regarding any special or unique resources available to you that would enhance your ability to successfully complete this project for the City and County.
4. Any other information that you choose to demonstrate the superiority of your approach. The City and County recognizes the sensitive nature of the following financial information requested in this statement. Such information may, therefore, be submitted at the developer's discretion, under separate cover and labeled "confidential". This information will be used by the City and County and its advisors for purposes of evaluation and will be kept confidential.
5. If the entity which is to undertake the development has been specifically formed for that purpose and represents and subsidiary or joint venture, specify the guarantee relationship that will exist between it and its sponsors or participants.
6. A description of all consultants to be employed in, at least, the initial phases of the project. This should include architectural and engineering consultants, marketing assessment professionals, financial consultants, and others.
7. The developer is expected to be an equity partner. There should therefore be a description of the proposed ownership entity and property maintenance approach (i.e., do you intend to internally manage the property, etc.).
8. A preliminary financial pro forma for the development project.

V. Selection Process

Overview

Selection of a developer for these projects will be determined using a submittal and interview process. The first step is to select (pre-qualify) no more than three of the highest ranking developer teams for each site. The City and County's Project Review Team (PRT) will conduct interviews with pre-qualified teams. After interviews, the development team(s) will be selected and enter into an exclusive right to negotiate. The developer will draft a proposal during the negotiation period, and this will be recommended for approval by the City Council and County Boards upon completion. The proposal will then be considered by the Downtown Redevelopment Project Management Team, which will then make a recommendation to City Council for approval.

The PRT reserves the right to reject all developers based on City staff, partners and consultant evaluation of the developers' response to this request. All costs incurred by developers associated with this process are the sole responsibility of the developer.

Pre-Qualification of Development Team(s)

The PRT will use a "Qualification Based Selection Process" to determine the most qualified development firms for this mixed-use project. The process will consist of the following general steps:

1. The PRT publishes the "Notice of Request for Qualifications" to publicly advise interested developers of The City and County's intent to seek qualified developers/development teams.
2. The PRT shall consist of members from the private sector and public sector will review all submittals that are timely filed.
 - a. The PRT, whose duties are further explained herein, will consist of:
 - Mayor
 - City Council/Redevelopment Authority Members (2)
 - City Administrator
 - City Finance Director
 - Jefferson County Administrator
 - Jefferson County Board Members (2)
 - Jefferson County Director of Planning and Zoning
 - Jefferson County Economic Development Corporation Executive Director
 - b. Vandewalle & Associates will serve as professional consulting staff to the PRT.
3. The responsibilities of the PRT are as follows:
 - a. Review and rank all Qualification Responses (Qualifications) timely filed
 - b. Collectively determine no more than three highest ranking (pre-qualified) development teams

Timetable

- Expected publication and distribution of RFQ
- Project briefing dates (by appointment)
- Statement of interest and qualifications due
- Notification of pre-qualified development teams
- Interviews of selected teams with Project Management Team
- City Council authorization to negotiate with preferred development team(s)

X/X/15
 X/X/15 - X/X/15
 X/X/15 @ 4 p.m.
 X/X/15
 X/X/15 - X/X/15
 X/X/15

Contact

All questions and inquiries related to the RFQ and downtown activities should be directed to:

CONTACT

Attachments

LIST – maps, graphics, forms, additional relevant information

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