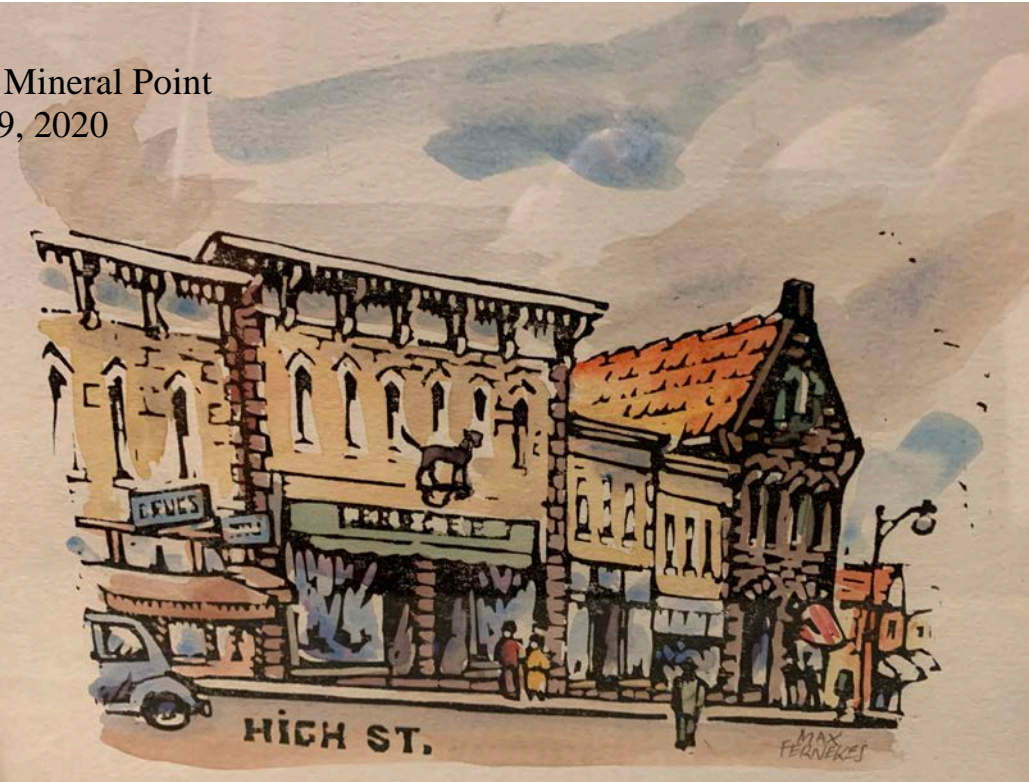




# Fountain Street Development Opportunity

## Request for Proposals

City of Mineral Point  
March 9, 2020



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March 9, 2020

The City of Mineral Point, Wisconsin is inviting Requests for Proposals for the redevelopment of a key corridor within the City. The project includes 411 Fountain Street and 412 Fountain Street, bounded by Fountain Street to the West, South Street to the East and lot 410 and lot 413 on either side. The enclosed information package provides an overview of the Redevelopment Area and the City desires to redevelop this area near the heart of Mineral Point.

The City is seeking a qualified developer to formulate a conceptual plan, budget and timeline for the redevelopment of the property. The redevelopment site includes approximately 1 acre of land on 2 parcels. The City is seeking proposals that may include some or all of the following elements:

1. Develop a desirable, mutually supporting, economically feasible, and sustainable mix of:
  - a. commercial, retail, office, or residential development;
  - b. residential uses of an owner-occupied nature that supplement and enhance existing housing and provide additional housing alternatives for City residents;
  - c. neighborhood based commercial, retail, and office development that provide opportunities for the neighborhood and community to obtain a variety of goods and services required for daily living;
  - d. public and private improvements that taken together as a whole, should be attractive, vibrant, and stimulating; and fulfill aesthetic character standards, coalesce to form a strong community and neighborhood identity, create a strong positive perception and lasting impression, and create a sense of civic pride.

The City will also be willing to discuss other potential redevelopment scenarios that a developer perceives appropriate. Finally, the City would, if it deems it to be advantageous to the City, be interested in entering into a partnership with a developer in order to utilize public or quasi-public redevelopment tools. The deadline for proposals is Thursday, June 18, 2020.

Sincerely,

Erin M. Hirn  
City Administrator  
CITY OF MINERAL POINT



## **I. Background**

The City of Mineral Point, through the Mineral Point City Council has initiated the Fountain Street Development Project. The project area includes two parcels, bounded by Fountain Street to the West, and South Street to the East. The redevelopment effort has been designed to accomplish the following for the community:

- to protect the City against the deterioration and decline of properties and areas located within the project area, and surrounding properties and areas;
- to supplement and enhance housing alternatives for residents;
- to reinvigorate and revitalize the commercial and residential environment within the project area;
- to enhance the availability and sustainability of neighborhood commercial and service orientated businesses;
- to provide functional integration and interaction between currently separate development sites; and finally,
- to enhance the aesthetic appeal of development within the project area.

Additional redevelopment goals and objectives for the project area are as follows:

- Community Housing Options and Alternatives
- Community Character, Identity and Aesthetic Needs

Further information regarding the redevelopment goals is contained within the Request for Proposal (RFP).

## **II. Community Information and Overview**

The City of Mineral Point encompasses an area of 3 square miles in southern Iowa County. The City of Mineral Point is surrounded by the Town of Mineral Point and is in between Dubuque, Iowa and Madison, Wisconsin, the State Capital. The Highway that runs right through our community is United States Highway 151.

Mineral Point operates under a council-mayor form of government. Under this form of government, 2 alderpersons are elected to the 4 wards to exercise legislative power of the City and to determine all matters of policy. The Council appoints the Administrator who operates the day to day functions. The Mayor is the chief executive officer who is the head of the administrative branch of the City and is responsible to the Council for the proper administration of all affairs of the City.

The City provides municipal services including: public safety (police), street maintenance, sanitation, parks and recreation, zoning, library, financial management, and general administrative services. The City also operates its own water utility and operates its own sewer treatment facility.



## City Building Permit Data

Description	2018	2019
New Single Family Homes	5	5
Valuation	\$1,135,000	\$1,472,600
New Multi-Family Bldgs.	0	0
Valuation	\$0	\$0
Improvements	4	2
Valuation	\$200,800	\$271,000
Valuation of all Building Permits	\$5,397	\$4,290
Permit Valuation Grand Total	\$3,079,400	

Additional demographic, economic and market information can be found the City's Economic Profile which is available online at:

<https://Cityofmineralpoint.com/wp-content/uploads/2020/01/Mineral-Point-Profile.pdf>

### III. General Description of Old City Garage Site

The City is seeking proposals for the purchase and redevelopment of the old City Garage Parcel. The project area includes parcel #251-0029 and parcel #251-0030, which combined are a .7-acre lot a block away from our downtown main street, City Hall, Public Library, and the Mineral Point Opera House. There is also the property to the West side that may be open to conversations of purchase.

#### Historical Background

400 Fountain Street was once one of two main auto dealerships in town. In 1979, after a donation to the City, it was purchased for \$70,000. Today, the Old City Garage is temporarily rented and has some structural issues resulting from the age of the building.

Existing businesses within the project area include the Mineral Point Chamber of Commerce Center, Mineral Point Clinic, High Bar, yoga and ballet studio, Benjamin Franklins, Ivy's Pharmacy, Café 43, Tequila Point, High Street Sweets, Red Rooster Café, Mineral Point Public Library, Grey Dog Deli, and many wonderful shops with work from local artists.

### IV. Development Parameters

In order to facilitate the redevelopment project, the City is seeking proposals that may include some or all of the following elements:

1. Develop a desirable, mutually supporting, economically feasible, and sustainable mix of:



- a. commercial, retail, office, and residential development;
- b. residential uses that supplement and enhance existing housing and provide additional housing alternatives for City residents;
- c. neighborhood based commercial, retail, and office development that provide opportunities for the neighborhood and community to obtain a variety of goods and services required for daily living;
- d. public and private improvements that taken together as a whole, should be attractive, vibrant, and stimulating; and fulfill aesthetic character standards, coalesce to form a strong community and neighborhood identity, create a strong positive perception and lasting impression, and create a sense of civic pride.

Designs should establish a distinctive and creative character for the new development consistent with the historic preservation requirements which are available on our website at [https://cityofmineralpoint.com/wp-content/uploads/2019/11/Guide\\_to\\_Historic\\_Preservation.pdf](https://cityofmineralpoint.com/wp-content/uploads/2019/11/Guide_to_Historic_Preservation.pdf). This corridor offers a unique opportunity to create an innovative, high quality, and attractive mixed use or residential development.

To assist with any potential redevelopment proposal, development assumptions should be consistent with the adopted redevelopment plan.



## **Zoning & Land Use**

411 Fountain Street is currently zoned C-1 Central Business District. Land uses proposed in the redevelopment project, as permitted in our ordinances, may be:

art and school supply stores; automotive servicing and repairs; automotive parts sales stores; appliance stores; barber shops and beauty parlors; banks and other financial institutions, including loan and finance companies; business offices; candy and ice cream stores; caterers; clothing repair shops; clinics; clubs; cocktail lounges and taverns.

Conditional uses by Zoning Ordinance 20 of City of Mineral include:

commercial schools; confectioneries, delicatessens; dental clinics; department stores; drug stores; electrical supply; florist shops; food lockers; furniture stores; gasoline stations; heating supply; hotels and motels; ice delivery stations; insurance and real estate agencies; jewelry stores; liquor stores; lumber yards; medical clinics; newspaper offices and light service printers; opticians and optical stores; paint stores, retail only; parking facilities; photographic studios; professional offices; restaurants; small animal hospitals; tourist information and hospitality centers; undertaking establishments; upholsterer's shops; variety stores; vegetable stores; grocery and convenience stores; and any other similar retail uses not specifically listed above which are compatible with established uses on adjoining properties. Also, dwelling units above the ground floor.

The City may consider possible zoning changes and may waive possible charges associated with changes. More information regarding City zoning can be found at:

[https://cityofmineralpoint.com/wp-content/uploads/2019/11/mineral\\_point\\_zoning\\_ordinance.pdf](https://cityofmineralpoint.com/wp-content/uploads/2019/11/mineral_point_zoning_ordinance.pdf)

## **V. Selection of Developer & Evaluation Criteria**

The City is seeking a qualified individual/group to develop a conceptual plan, budget and timeline and related matters as cited within "Proposal Submittal Requirements" below, for the redevelopment of the project corridor. The City will be integrally involved in this redevelopment project. The ability of the developer to work in concert with the City and its professional staff will be critical.

The successful developer must be available to meet with the City to discuss the conceptual plan. The developer and/or staff attending said City meetings should be those who will be involved in working on the development project.





## VI. Proposal Submittal Requirements

Proposals should be organized in a detailed and thorough manner that allows for complete review of each project element. The proposal should be labeled as “Old City Garage Redevelopment” and consist of the following elements:

1. One bound proposal in color;
2. 8 additional black and white copies
3. A one-page summary of the proposal that will be used to present the project.

Submissions shall, at a minimum, include the following:

1. A design concept, which includes the functional layout; whether renovated or newly constructed, plans and illustration of the exterior, design guidelines and cost estimates.
2. In a concise manner, developers must submit proposals which, at a minimum, include the following:
  - A. Developer Background and Experience
    1. Composition, expertise, and experience of the development team, including:
      - a. Examples of development projects,
      - b. Statements of financial condition of the developer,





- c. At minimum, three references relating to other similar projects.

B. Project Summary and Construction Description

1. Describe the development concept summarizing the overall economic impact and tangible benefits for the redevelopment area and City.
2. Schematic design of the overall area, including descriptive architecture and site design concepts, in plan and perspective views.
3. Describe any unique design elements or other features that make the proposal a signature development and enhance the versatility and appearance of the Fountain Street corridor.
4. Anticipated land use/building mix, including estimated square footage, number of dwelling units, by type of use.
5. Demonstrate the development's compatibility with the surrounding context and how it adds vitality to the surrounding area.
6. Preliminary identification of major building materials -- it is not required to fully identify the palette of materials and color at this time. Renderings that illustrate planning and design concepts at the urban, building and pedestrian scale (from street perspective) are encouraged but not required.

C. Schedule, Costs, and Financial Projections

1. Provide a timetable for each major phase of the project including estimated annual market value of each phase of development and an outline of the phasing strategy and associated costs.
2. Project schedule of events from project submittal to project completion.
3. Provide estimates for both hard and soft costs including those for building contractors, architectural, legal, financial, and other related professional fees.
4. Explain the financial strategy; provide a preliminary development pro forma showing total development costs and proposed sources and uses of funds for the project; demonstrate project feasibility; and ability to secure financing.
5. Property management intentions.

D. Related Documentation

1. Provide a summary of the marketing plan for the units (including anticipated proposed rents for retail, commercial, office, etc. and/or sales prices for housing).
2. Summarize the overall economic impact and tangible benefits for the City and address how it will enhance the corridor and the City as a whole.
3. A market analysis demonstrating demand for the proposed land use must be produced by the developer within 30 days of selection.
4. The developer may wish to include other pertinent information in the response that may assist the City and staff in their decision-making process.
5. The design shall take into consideration and conform to all federal, state and local building code and/or regulations.



## **VII. Evaluation Criteria**

Proposals will be evaluated in accordance with the RFP criteria and the Comprehensive Plan. The proposed development shall take into consideration all federal, state and local building code and or regulations.

Site use, design, efficient land use, tax increment generation and aesthetics are critical issues for the success of this project. The highest creative standards for each are expected. Selection of the developer will be strongly influenced by the qualifications and experience of the developer. Financial feasibility and soundness of the proposal is another important evaluation criterion.

Primary consideration will be given to the following:

1. Site design and efficient land use;
2. Architectural design, aesthetics, and compatibility with surrounding development;
3. Consistency with the objectives of this RFP and the City's Comprehensive Plan;
4. Qualifications and experience of the developer;
5. Quality of construction.

Additionally, the City will seek the development proposal that will enhance the area, acting as a catalyst for future redevelopment in the community. Developers should be flexible in assembly of their team. The City reserves the right to accept components of a proposal and to award components to different developers at its sole discretion. The successful developer will be expected to enter into a Development Agreement, which will include, but not be limited to, the submission of financial statements, lease agreements, related contracts, etc.

Evaluation of competing Proposals will be completed within closed session(s) under Wis. Stat. 19.85(1)(e). Upon completion of the evaluation process, an award will follow within open session that may be attended by members of the Plan Commission, City Council, and general public.

## **VIII. Proposal Instructions, General Conditions and Contact Information**

This information has been developed by Mineral Point which is responsible for selecting a developer, and in conjunction with the Plan Commission and City Council, providing direction throughout the development process.

These proposal requirements are intended to solicit creative high-quality solutions in the proposed uses, site design, architecture, financing and construction of this project. To facilitate this, potential developers should feel free to question as much as necessary to produce the best solution. In addition:

- 1) The City is an Equal Opportunity Employer and prohibits, in accordance with the law, discrimination on the basis of race, color, religion, sex, national origin, ancestry, marital status, military service, age, or disability. Minority Business Enterprises, Women Business Enterprise, and Small Business Enterprises shall be afforded full and equal opportunity.



- 2) The City reserves the right to accept or reject any or all proposals for any reason at its sole discretion, to waive any informalities and technicalities according to the best interest of the City, to select that proposal that best meets its needs, to negotiate the terms and conditions of the final agreement, and to impose additional use restrictions, if necessary, with a qualified developer. The City also reserves the right to cancel or reissue the RFP. The City reserves the right to accept components of a proposal and to award components to different developers at its sole discretion.
- 2) The contents of this packet are for informational purposes only and the representations made herein are without warranty. Development teams should rely exclusively on their own investigations and analyses.
- 3) The City is not liable for any costs incurred by the responding firms in replying to this request for proposal.
- 4) All proposals become the property of the City.
- 5) The City will honor confidentiality requests to the extent possible. If you feel certain components of your proposal are proprietary in nature, please indicate so as well as the basis for your determination that such components are proprietary.
- 6) Please visit [www.Cityofmineralpoint.com](http://www.Cityofmineralpoint.com) to view more information regarding the City of Mineral Point Comprehensive Plan, City Agendas and Minutes, and more.
- 7) All contacts and questions should be forwarded in writing to the City's designated point of contact:

City of Mineral Point  
Attn.: Erin M. Hirn, City Administrator  
administrator@Cityofmineralpoint.com

Questions and requests shall be made in writing. If warranted, the City may share this information with all RFP finalists, depending upon its classification as general use versus proprietary.

- 8) Proposals should be submitted to the above designated point of contact. All proposals must be received by 3:00 p.m., Thursday, June 18, 2020, and shall indicate on the sealed envelope "Fountain Corridor Redevelopment RFP".

Sincerely,

**Erin M. Hirn**  
City Administrator / City of Mineral Point

