



# REQUEST FOR QUALIFICATIONS

## City of Monona, Wisconsin Mixed-Use Waterfront Redevelopment

Issued: April 21, 2014

Due: June 30, 2014 5:00pm

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## SUMMARY

<b>RFQ TITLE</b>	Monona Mixed-Use Waterfront Redevelopment
<b>DEADLINE FOR SUBMISSIONS</b>	5:00 P.M. CDT, Monday June 30, 2014
<b>SUBMIT TO:</b>	City of Monona Attn: Patrick Marsh 5211 Schluter Road Monona, WI 53716
<b>LABELING</b>	All submissions must be packaged, sealed and clearly labeled.  Proposer's Name and Address TITLE: Monona Mixed-Use Waterfront Redevelopment
<b>DIRECT ALL INQUIRIES TO:</b>	Patrick Marsh, City Administrator pmarsh@ci.monona.wi.us; or  Sonja Reichertz, City Planner sreichertz@ci.monona.wi.us
<b>FORMAT OF SUBMITTALS</b>	Seven (7) hardcopy submissions securely bound on 8.5 by 11-inch paper and one (1) electronic copy identical to the hardcopy version.

## INTRODUCTION

### Purpose of RFQ

The City of Monona, WI, is seeking statements of qualifications from real estate developers / development teams to lead the redevelopment of a 7.6-acre site with 880 feet of waterfront along the Yahara River into a dynamic mixed-use project that will serve as a focal point for the community. The City has purchased or secured options on nearly all of the redevelopment parcels and intends to use an array of federal, state and local redevelopment tools as necessary to assist with project financing. Responses to this request for qualifications will be used as part of a multi-phase selection process. The RFQ is intended to pre-qualify respondents who will then be invited to submit proposals for the project development, design, construction, financing, ownership, and management. Following is information on the City of Monona's goals for the project, specifications and terms of the project, RFQ submission requirements, and evaluation and selection criteria.

### Background: Madison Metropolitan Region and the City of Monona

The Madison metropolitan region is home to creative entrepreneurs, successful companies, an educated workforce, and highly ranked educational institutions. The region boasts an abundance of cultural attractions, natural resources and recreational opportunities, and was ranked the sixth-strongest economy among the nation's 366 metro areas. The region has been recognized by many national organizations for a variety of quality of life awards and rankings, making it an attractive choice for businesses and employees alike. The state's capital, Madison, is surrounded by small, diverse communities each with its own identity and opportunities.

The City of Monona is a community of 7,500 residents that is surrounded on all sides by the City of Madison. Monona offers a small-town atmosphere and strong sense of community that is only a ten minute drive from downtown Madison and all of the employment and entertainment options it has to offer. Residents also enjoy numerous amenities within Monona's own corporate boundaries. Located on the eastern and southern shores of Lake Monona, with over four miles of Lake Monona shoreline, the City includes four square miles of residential homes, commercial properties, City buildings, and over 330 acres of park space. More than 500 large and small businesses are located on the City's major transportation corridors.

The City of Monona has seen tremendous success and momentum in redevelopment activities over the past decade. As a landlocked community, redevelopment is Monona's only opportunity for growth. Monona has embraced the redevelopment process and encourages orderly and quality infill developments in the community. Developers praise the City's smooth review and approval process. Recent successes include the three-phase Monona Drive reconstruction project, which will be completed in 2014. The project has revitalized the City's "main street," claiming many state and national awards and providing a catalyst for private investment. Additionally, over 200 new high-end multi-family units have been approved in the last two years.

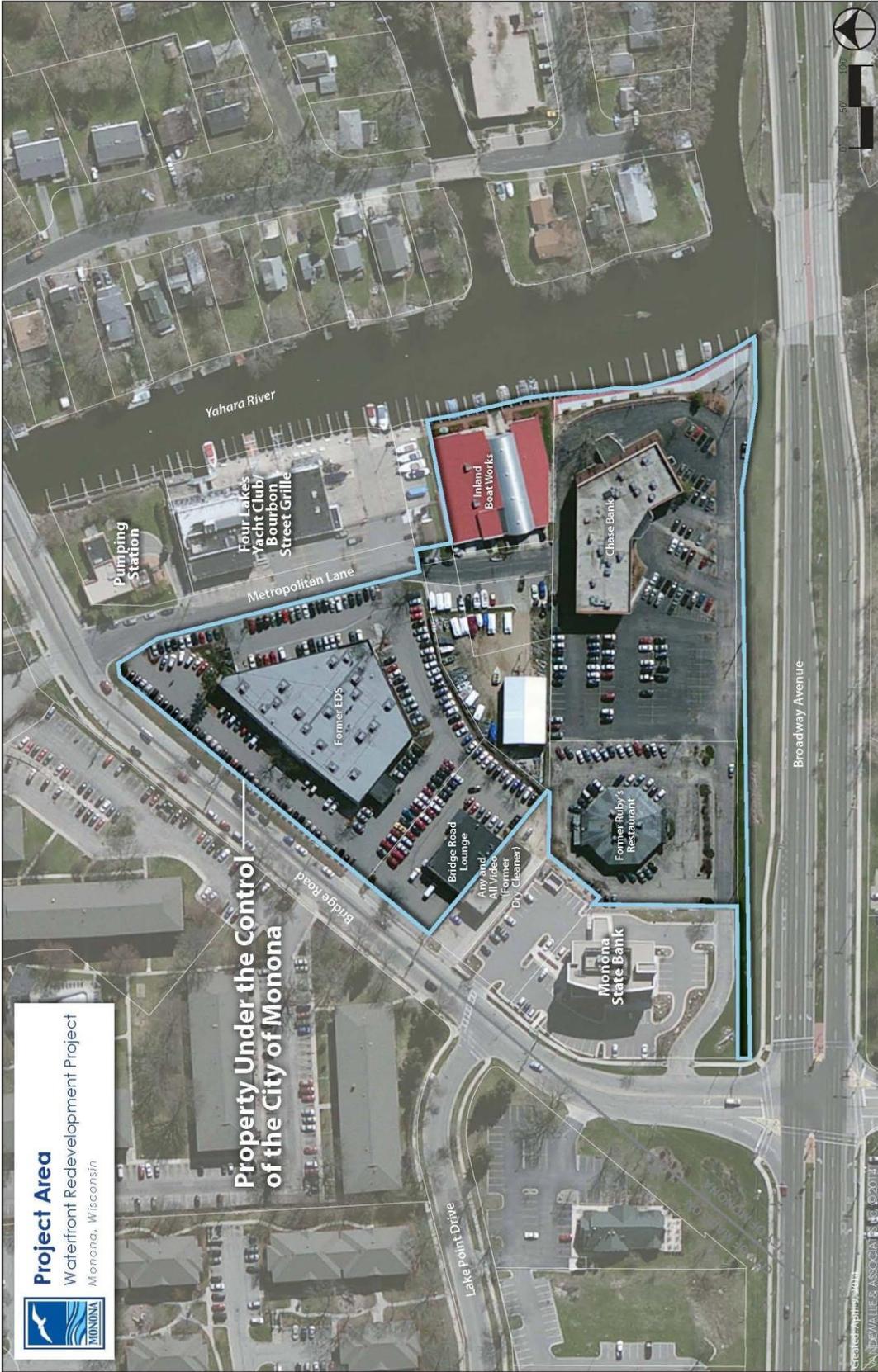
Redevelopment in the City of Monona produces quality results. In a recent report by Standard & Poor's the City's bond rating was upgraded to AA+. The report announced a "very strong economy, with strong incomes and per-capita market value and access to the broad and diverse Madison metropolitan area." Additionally, Monona has "very strong budgetary flexibility," "strong budgetary performance as demonstrated by balanced results" and "strong management demonstrated by good financial policies." Quality results are supported by the City's strong efforts to improve

sustainable practices and by the support and involvement of the public. City residents are calling for additional redevelopment that would create a place where they can gather, shop, dine, and live – a place to further improve the high quality of life in Monona.

### Project Area Overview

Within the City of Monona, the City’s leadership has identified an exciting new development opportunity in the Broadway/Bridge Road neighborhood. The following points summarize the site’s existing conditions as shown on the map on the following page. The next section of this document summarizes key goals for redevelopment.

- The project area under control is a 7.6-acre, multi-parcel site. Existing land uses to be redeveloped include a marina, two multi-tenant office buildings, a vacant restaurant, a tavern, and a former dry cleaner. Adjoining these are a new three-story bank building and a long-standing yacht club/restaurant. The yacht club and restaurant are open to discussions regarding their involvement in future site designs and project proposals. As shown on the map on the next page, the City has purchased or secured options on all of the redevelopment area except the former dry cleaner, which it is continuing to discuss with the owner and the Wisconsin Department of Natural Resources.
- The site is served by two interchanges and is within one half mile of (and visible from) the region’s principal transportation corridor, the Beltline Highway, which carries over 100,000 vehicles per day. The site is directly adjacent to a local road carrying 14,000 vehicles per day. The “Lake Loop Bike Route” also passes directly by the site, which is a highly popular bicycle route connecting to Downtown Madison and also travels along a scenic route in Monona.
- The site is only 5 minutes from downtown Madison with potential scenic views of the Madison Isthmus, the State Capitol and Lake Monona to the north, and the Monona Wetland Conservancy, Mud Lake and Lake Waubesa to the South. The site is also less than five minutes to the region’s largest convening facility, the Alliant Energy Center.
- The redevelopment potential of the site is driven by the Yahara River, which borders the northeast side of the site. This waterfront is currently inaccessible to the public; opening the waterfront to public access and considering appropriate adjacent land uses and public space development are key project components.
- The entire site is zoned Community Design District (CDD). This is a flexible district in which rational comprehensively planned development is encouraged. It is expected that the CDD zoning district will include a compatible mix of residential, commercial and open space uses that realize the goals of the Comprehensive Plan.
- Inclusion of the site in a Tax Increment District (TID) may coincide with the RFQ/RFP process.



**Project Area**  
 Waterfront Redevelopment Project  
 Monona, Wisconsin

**Property Under the Control  
 of the City of Monona**

## PROJECT GOALS

The project area represents a significant opportunity to create a destination waterfront district in the Madison metropolitan region that will add a high quality and tax generating project to the community. The City desires a mixed-use development that will serve as a significant community destination, which includes public space and waterfront access along with retail and restaurant uses, multi-family residential units, office space and/or a hotel.

The project goals are:

- **Public Space/Waterfront:** Create a unique place where people will want to visit and gather, in addition to shopping, dining, working and living. Opening waterfront accessibility to all Monona residents and visitors and enhancing the waterfront space for public use is a top priority.
- **Economic Development:** Achieve private redevelopment of reuse parcels that will add to the tax base of the City and stimulate economic activity in the Broadway/Bridge Road neighborhood. Increase the existing assessed value of the area from approximately \$7 million to approximately \$80 million. Eliminate deteriorating buildings, blighting influences and functional deficiencies. Create a unique “downtown” for Monona residents and visitors.
- **Hotel:** Add hotel rooms and meeting space with easy access to the metropolitan region for guests and is easily accessible and visible upon entering the community from the Beltline Highway.
- **Office, retail, and restaurant:** Draw residents and visitors to shopping opportunities and one or more restaurants that make use of the adjacent waterfront and enhance the site as a destination gathering place. Provide additional spaces for office and/or services uses.
- **Residential:** Attract residents to increase vitality of the area and to support businesses around the site.
- **Parking:** Provide an integrated parking system that adequately serves the needs of the projects while minimizing the extent of paving and empty spaces.
- **Quality design and density:** Achieve a balance of service, office, retail, and residential development with green space, landscaping, and public space. Development will be of high architectural quality and well-planned site design for maximum efficiency of the entire 8acre site. Development considerations will include environmental remediation/brownfield redevelopment. Incorporate substantial water quality and stormwater management improvements and an increase in pervious surface and green space.

## SUBMITTAL REQUIREMENTS

All submittals shall address the **PROJECT GOALS** and include the information in the order listed below within the indicated page limits. Note that a detailed development plan is not being requested as this stage, only a general description of the types of uses and general character/function of the development that the team would explore for the site. Examples of other projects should be included but please do not include specific development plans for this site.

**Cover** Include project name, respondent name and date

**Section 1** Cover Letter – Introductory cover letter identifying the lead firm, contact information for the proposed project manager, and a statement that the respondent has reviewed this RFQ including a list of all specific addendums that the City may subsequently issue (2 pages max)

**Section 2** Development Team Organization – Overview of the development team organization indicating the lead firm and lead individual for each component of the work (2 pages max)

**Section 3** Summary of Qualifications – Statement of project understanding and summary of qualifications and approach to perform the work and meet the City’s goals based on the development team’s skills and experiences (do not include specific development plans for this site – 4 pages max)

**Section 4** Relevant Experience – Descriptions of no more than five projects that are comparable in terms of brownfield redevelopment, waterfront development, public spaces, mixed-use development, multi-building/multi-phase buildout, and/or other aspects relevant to this project. Each description should generally include the following (2 pages max per project):

- Name, location and description of the type of project including project size
- The members of the proposed consulting team that were involved and the services they performed
- Project construction budget and sources of financing
- Number of jobs created
- Increase in taxable value
- Project start and end dates
- At least one reference with contact information

**Section 5** Firm Descriptions – Description of each participating firm such as history, services offered/general experiences, number of employees, location of offices (2 pages max per firm)

**Section 6** Resumes – Resumes for the key project personnel shown on the chart contained in Section 2 including the location of the primary office to which they are assigned (2 page max per individual)

**Section 7** Financial Capabilities – Lists and contact information for the following (4 page max)

- Private sources of financing used for recent projects
- Public sources of financing/incentives used for recent projects
- Past bankruptcies or pending financial litigation involving any team firm or principal

#### Format Requirements of Submittals

Pages shall be formatted in 8 ½" x 11" with limited use of 11"x17" foldouts as may be necessary to accommodate graphics (each 11"x17" shall be counted as only one page). Proposal documents shall be bound with sections separated by labelled tab dividers.

Proposals are due at the City of Monona offices by **June 30, 2014 by 5:00pm**. Responses and their envelopes should be clearly marked with the name and address of the respondent and the project title. Submit seven hard copies and one pdf electronic file to:

City of Monona  
Attn: Patrick Marsh, City Administrator  
5211 Schluter Road  
Monona, WI 53716  
Email: [pmarsh@ci.monona.wi.us](mailto:pmarsh@ci.monona.wi.us)

The City reserves the right to reject submittals that fail to contain all required information or fail to follow all of the instructions contained in this RFQ.

#### Consideration of Qualification Submittals

Proposals will be reviewed by the qualifications review committee which will include the Mayor, Community Development Authority (CDA) Chair, City Administrator/Economic Development Director, City Planner/Assistant Economic Development Director, and City Consultant. The committee will make the final selection and recommendations to the CDA for those firms to receive the RFP. The CDA will then make a recommendation to Council. Depending upon the number and quality of submittals, interviews be conducted during this initial RFQ process.

The qualifications review committee will assess each proposal against the criteria listed in the following section, **EVALUATION CRITERIA**. In making a selection under this RFQ, the City and Committee will consider responses, interviews, general qualifications, project history, and the evaluation criteria set forth in this RFQ.

#### Addendums and Clarifications of Proposals

Addendums to this RFQ will be posted on the City's website at <http://www.mymonona.com/bids.aspx>. All respondents are responsible for checking the website regularly for any addendums and shall acknowledge all addendums by number in the cover letter to be included in Section 1 of the submittal. Failure to receive or acknowledge an addendum may result in the rejection of the submittal.

During the evaluation of proposals, the City reserves the right to contact a proposer to request additional information for purposes of clarification of RFQ responses, reject proposals which contain errors, or at its sole discretion, waive disqualifying errors or gain clarification of error or information.

## EVALUATION CRITERIA

The following criteria will be assessed by the review committee.

- I. Development Team
  - a) Years and types of experience in the field
  - b) Diversity of services provided including real estate development and marketing, design/architecture, landscape architecture, engineering, and construction
  - c) Financial capability to complete the project
  - d) Professional and project references
  
- II. Experience to successfully undertake this project
  - a) Experience with similar riverfront redevelopment
  - b) Successful incorporation of public space into past development projects
  - c) Successful projects coordinated with a Department of Natural Resources and/or Army Corps of Engineers including Chapter 30 permits, contaminated sites, and innovative stormwater practices
  - d) Capability to fulfil residential component
  - e) Capability to fulfil hotel component
  - f) Capability to fulfil commercial/restaurant component
  - g) Proven capacity to deliver the project requirements on time and on budget
  
- III. Project understanding and approach
  - a) Understanding of City's goals and desires for the project
  - b) Approach to evaluating the market and determining the mix of uses
  - c) Approach to incorporating public space
  - d) Approach to working with the City in crafting an ultimate plan
  - e) Approach to project financing and determining use of incentives

## PRE-PROPOSAL CONFERENCE

The City will hold a pre-proposal conference on Wednesday, May 21<sup>st</sup> at 10:00 am with the location to be announced on project webpage <http://www.mymonona.com/bids.aspx>. The conference will include a brief presentation by the City, a tour of the site and a question and answer session. Attendance is optional but strongly recommended. It would be appreciated if those planning to attend would notify the City's contact persons in advance.

## PROJECT SCHEDULE

The following page contains a tentative schedule the City intends to follow in identifying qualified developers, soliciting proposals from them, and negotiating a specific redevelopment project. The City reserves the right to alter this schedule at any time, with or without prior notice, and will post any changes on its website.

## **GENERAL INFORMATION**

### Inquiries

All inquiries related to this RFQ are to be directed, in writing, to the contact persons at the email addresses on the front cover of this RFQ.

### Withdrawal or Revisions to Proposal

Any proposal may be withdrawn by written notice to the City of Monona any time prior to the date and time specified for submittal. Such notice of withdrawal shall be in writing to the contact individual provided. Any proposer may modify their submittal prior to the date and time specified for submittal by email communication to the contact individual.

### Public Information

All information submitted in response to this RFQ may be made available for public inspection according to public records laws of the State of Wisconsin.

### Process & Right to Reject

At any phase, the City reserves the right to terminate, suspend, or modify this selection process; reject any or all submittals; and to negotiate the terms of the RFP stage with the selected proposer(s).

	2014												2015											
	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December			
<b>Request for Qualifications</b>																								
<b>Request for Proposals</b>																								
<b>Zoning Approvals</b>																								
<b>Development Agreement Negotiations</b>																								
<b>Redevelopment Project Area/ TIF Establishment</b>																								
<b>Secure Financing and Phase I Construction</b>																								