REQUEST FOR PROPOSAL
Redevelopment Opportunity
West Bend, Wisconsin

Q17-03, Site Redevelopment Design Services, TID 12
RFP Issuance Date: 1/6/2017
RFP Due Date: 2/24/2017

Project Overview

The City of West Bend is soliciting proposals for the purchase and development of an eight-acre parcel in its downtown area. The City is seeking to transform the former industrial area into a mixed-use district that complements the central business district to the west, nearby residential areas and cultural facilities.

The parcel is located on Forest Avenue and Water Street, providing a prime spot along the Milwaukee River and Eisenbahn State Recreational Trail. It is highly accessible and is less than a mile south of State Highway 33 and 2 miles northeast of Interstate 45. The parcel is zoned for mixed use (MXD) and is in Tax Incremental Finance District No. 12 (TID 12).

The City of West Bend is seeking preliminary proposals from qualified developers for offices, commercial/retail space or high-density housing. A development of high quality architecture and design that is built within a year of approval is desired. Various incentive opportunities, including a very low purchase price option, are negotiable.

Site History

From the early 1900s through 2008, the site was occupied by the Gehl Company, now Manitou Americas, for their corporate headquarters and manufacturing of agricultural implements. The southern third of the parcel was used by the City of West Bend during the mid-1900s until Gehl Company purchased the portion in the mid-1970s. While the City occupied this portion, a fleet vehicle maintenance facility and municipal incinerator were present. The City of West Bend purchased the entire eight-acre parcel in 2010, as Manitou Americas moved to a new facility one block east.
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Numerous areas of hazardous substances and petroleum products were historically stored in storage tanks and used on this parcel as part of manufacturing activities. A Phase II ESA was conducted in 2009 and resulted in the creation of WDNR BRRTS Case for historic hazardous substances and petroleum product releases (primarily chlorinated solvents) associated with the Gehl Company manufacturing facility. In 2011 the site was demolished. A Remedial Actions Options Report was completed during 2012 that recommended enhanced bioremediation utilizing injection wells and in-place capping of contaminated soil.

In 2013 the city began a state-approved groundwater remedial action and monitoring plan which included injection of emulsified vegetable oil and biological culture. Three underground storage tanks were discovered in 2014 and were appropriately disposed of. All data indicates the groundwater remedial action has been successful in addressing the residual chlorinated VOCs impacts in the groundwater, including the two primary contaminants of concern, trichloroethene (TCE) and 1,1,1-trichloroethane (TCA). Subsequent groundwater monitoring continues on the site.

The City of West Bend is currently requesting site closure from the WDNR and anticipates closure in 2017.

The site has access to sewer and water service adjacent to Forest Avenue, and reconstruction of this infrastructure is a TIF eligible expense. A stormwater management plan has been adopted for this area.

Submittal Requirements
All proposals are to contain the items listed below in the order shown:

Cover Letter
- Key features of the proposal
- Identification of all interested parties and their respective relationship
- Name, mailing address, email address, telephone number and fax number of the main contact person

Qualifications
- Current and previous experience on similar projects within the last five years
- Resumes of key development staff to be involved in the purchase and development of the property
- Three references of project partners or clients, including contact name, organization, address, email and phone number

Conceptual Design
- Narrative description of proposed development, including land uses, potential tenants/users and target markets
- Estimated construction value of proposed development
- Preliminary architectural and site plans
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Land Purchase and Implementation

- Offering price and financing strategy
- Brokerage commission, if applicable
- Schedule of implementation for the project through various phases, including development and occupancy

Additional Attachments

- Any additional materials that demonstrate the proposer’s experience and qualifications

The City of West Bend will accept proposals through the submission deadline of 4:00 p.m. CST on Friday, February 24, 2017. Proposals must be postmarked by this time. Please indicate “Q17-03, Site Redevelopment Design Services, TID 12” on the sealed envelope.

Submit twelve (12) bound copies, one (1) unbound copy and one (1) digital file of the proposal. The proposal shall be in standard 8 ½” x 11” format with drawings no larger than 11” x 17”.

Mail or hand-deliver proposals to:

West Bend City Hall
Attn: City Clerk
1115 South Main Street
West Bend, WI 53095

The City of West Bend reserves the right to accept or reject any or all proposals, to select the proposal that best meets its needs and to informally negotiate certain points of the final agreement with the qualified submitter.

The City of West Bend is not liable for any costs incurred in the preparation, submittal or negotiation of the proposal. All proposals become the property of the City of West Bend and will not be returned to submitters.

The City of West Bend may cancel this RFP at any time without notice.

Evaluation Criteria

The City of West Bend will use the following criteria to evaluate each proposal:

1. Quality of the development concept and conformity to the existing pattern of development.
2. Professional and technical competence as evidenced by:
   - Professional qualifications and specialized experience of the development team
   - Current and previous performance of the development team on similar projects
   - Responses from key references
3. Financial qualifications, including proven ability to obtain financing for similar projects and the amount of equity required for this proposal
4. Project completion schedule
5. Total investment contemplated and purchase price offered
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Selection Process

1. The City of West Bend will review and evaluate all proposals in accordance with the evaluation criteria.
2. The city may wish to interview a short-list of developers, or they may proceed with direct negotiation. Selected developers may be asked to prepare more detailed information at that time.
3. The selected developer must attend a West Bend Common Council meeting, at which time the entire proposal and purchase agreement will be approved.

Additional Information

- City of West Bend 2020 Comprehensive Plan: [www.ci.west-bend.wi.us/Planning](http://www.ci.west-bend.wi.us/Planning)
- City of West Bend Urban Design Manual: [www.ci.west-bend.wi.us/Planning-Applications-Procedures](http://www.ci.west-bend.wi.us/Planning-Applications-Procedures)
- General information about the City of West Bend: [www.ci.west-bend.wi.us](http://www.ci.west-bend.wi.us)
- Interactive mapping system: [www.ci.west-bend.wi.us/GIS](http://www.ci.west-bend.wi.us/GIS)
- Information on MXD zoning: [www.ci.west-bend.wi.us/Municipal-Code](http://www.ci.west-bend.wi.us/Municipal-Code) (Chapter 17-Zoning Code)
- Development incentives: [www.ci.west-bend.wi.us/Incentives](http://www.ci.west-bend.wi.us/Incentives)
- Tax information: TK# 1119.132.0046
- Direct all questions or comments to Max Marechal, City Engineer, cityeng@westbendwi.gov. Please indicate "Q17-03 TID 12 RFP" in the subject line. Answers will be posted on the following webpage as questions are received: [www.ci.west-bend.wi.us/2017-Contracts-Quotes](http://www.ci.west-bend.wi.us/2017-Contracts-Quotes). Questions should be submitted no later than 12:00 p.m. on Tuesday, February 21, 2017. The names of consultants submitting questions will not be disclosed. Personal visits and/or phone calls will not be allowed.

- Visit the City’s website to receive up-to-date information regarding this RFP, including answers to all questions received. The RFP related documents will be posted near the top of the page. It is the responsibility of the Consultant to check the website for new updates, questions and answers prior to submitting a proposal. Direct link: [www.ci.west-bend.wi.us/2017-Contracts-Quotes](http://www.ci.west-bend.wi.us/2017-Contracts-Quotes)

Attachments

- Parcel dimensions
- Zoning and floodplain map
- Transportation map
- Sanitary sewer map
- Storm sewer map
- Water system map
Parcel Dimensions

Subject Area

Property Lines

Dimension:
- 271' north
- 112' east
- 510' south
- 120' west
- 596' north
- 696' east
- 145' south
- 230' west
- 206' north

Scale: 0 50 100 200 Feet