

# REQUEST FOR PROPOSALS

# DELAFIELD STREET REDEVELOPMENT

CITY OF WAUKESHA



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**DOWNTOWN  
WAUKESHA**



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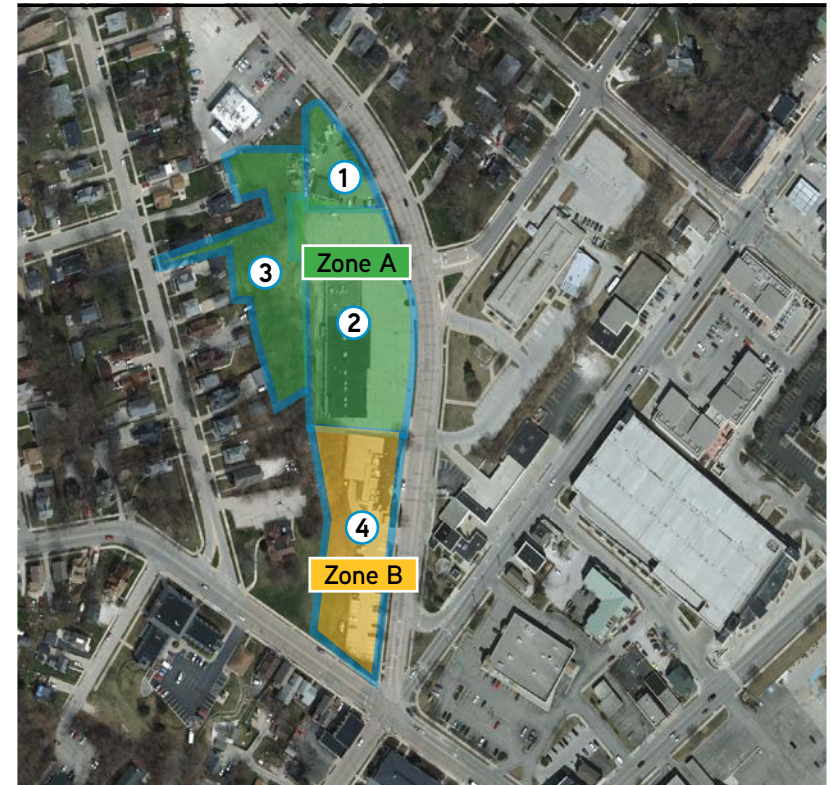


# EXECUTIVE SUMMARY

On behalf of the City of Waukesha, Colliers International | Wisconsin is pleased to announce this Request for Proposals (“RFP”) for the redevelopment of a 3.38 acre site (“Zone A”) located in Waukesha, WI. Interested developers may include the adjacent 1.54 acre site (“Zone B”) immediately to the south, bringing the total size to 4.92 acres. The parcels are prime for a residential or mixed-use development. Zone A is located at 318 & 200 Delafield Street (#1 & #2 on map) plus Randall Street (#3) in the City of Waukesha, Wisconsin. Zone B (#4) is the current location of the City of Waukesha Department of Public Works (City Hall Annex Building) and is just south of Zone A. The Department of Public Works will vacate this building upon completion of the new City Hall, anticipated to be 2021.

The subject site is just north of downtown Waukesha, a thriving commercial district that has witnessed several years of reinvestment and revitalization. Downtown has become a destination for all of Waukesha County residents seeking a unique variety of independently owned restaurants, bars, shops and art galleries along with year-round special events including the weekly Farmer’s Market and Friday Night Live and Tribute Tuesday concert series. The site is across the street from Waukesha City Hall, where a new city hall building will be constructed beginning in 2019.

In the Summer of 2018, the City sent out a Request for Expressions of Interest for the subject site. Upon review of the Expressions of Interest by the Common Council and Redevelopment Authority, the City is seeking proposals for a residential or mixed use development on these sites.



## KEY INFORMATION

### PROPOSALS DUE

No later than 4:00 PM CDT  
on March 15th, 2019

### SUBMISSION REQUIREMENTS

See page 4

### SELECTION CRITERIA

See page 5

### BROKER OPINION OF VALUE

\$1,968,750<sup>(1)</sup> (for both Zones)

<sup>(1)</sup> Includes a 5% broker commission

# SUBMISSION REQUIREMENTS

The City of Waukesha seeks an experienced, highly qualified developer for the site(s). The selected developer will be responsible for the planning, permitting/approval process, financing, and development of the site. Proposals should include the following items:

- Letter of interest;
- A narrative describing how the conceptual development plan meets the selection criteria outlined on pages 5-6 of this RFP;
- Contact information and resumes/experience for all key staff that will work on this project;
- Firm qualifications including recent projects and examples of similar redevelopment projects;
- Experience and resumes/experience for any additional consultants or development partners;
- Any anticipated requests for City participation (TIF, grants, other partnership opportunities, proposed purchase price, etc.); and
- Availability for follow-up meeting.

Prior to submitting a proposal, it is highly recommended that any potential developers review all publicly available sources of information that may impact this property, including the documents listed below. Documents can be accessed using the following link: [City of Waukesha Documents](#)

- City of Waukesha Central City Master Plan (2012)
- City of Waukesha Downtown Integrated Street Master Plan (2013)
- City of Waukesha Zoning Ordinance
- Phase I & II Environmental Reports
- Housing Study (recently completed)

## Submission Deadline

Please submit one electronic copy in the form of a flash drive, CD and/or email (via Dropbox, etc) of the proposal entitled “City of Waukesha Delafield Street Redevelopment Proposal” by **March 15th, 2019 at 4:00 P.M.** to the address(es) listed below. If mailing a flash drive or CD, please also email a copy of the proposal to the emails provided below. Finalists will be notified to schedule in-person interviews for late March 2019.

### Mailing Address:

City of Waukesha, Community Development Department  
Attn: Jeff Fortin, AICP  
Re: City of Waukesha Delafield Street Redevelopment Proposals  
201 Delafield Street, Room 200  
Waukesha, WI 53188

### Email Delivery:

Jeff Fortin: [jfortin@waukesha-wi.gov](mailto:jfortin@waukesha-wi.gov)  
Jennifer Huber-Bullock: [jennifer.huber@colliers.com](mailto:jennifer.huber@colliers.com)

# SELECTION CRITERIA

The City of Waukesha is marketing this city-owned land to a specific list of developers with a proven track record of high quality, successful multifamily or mixed use (residential and commercial) developments. The developer/purchaser will be selected by the city based on the following criteria and scoring (100 total points)

## **1. Intended plans and use of the properties (20 points)**

Through the request for expressions of interest process, the City has concluded these properties should be used for residential development or a mix of residential and commercial. The expressions of interested showed a mix of different residential options and the City is open to a mix of different types of residential development and ownership. This includes multiple building types such as duplex/attached housing, smaller single family and mid-scale multi-family buildings. The City encourages a mixed-use proposal, inclusive of both commercial and residential development, particularly for the Zone B (the Annex building) given its corner location at the five point intersection of Delafield Street, E North Street and Madison Street.

## **2. Developer track record, experience, and ability to complete the project (25 points)**

Developers with a track record of developing similar successful, high quality projects will be given preference. Proposals should include all similar recent projects.

## **3. Fiscal Impact (20 points)**

The City of Waukesha is seeking a high value project. Proposals should provide an estimated final value of the project and should also include any additional proposed financing sources including Tax Incremental Financing and the proposed purchase (or sale) price of the properties in order to provide the City with a full scope of the financial impact of the development.

## **4. Design (25 points)**

The Redevelopment Authority and the Common Council envision a project that will make a statement on this highly visible gateway to downtown Waukesha. The building(s) should have an attractive street presence, which includes not only the building's architecture, but landscaping and other site amenities. Buildings should be finished with durable, high quality materials. Projects that have unique, standout architecture and take advantage of the unique layout and topography on these sites will be given preference. Preference will also be given to proposals that include covered parking and parking behind or on the sides of the building.

This project abuts a primarily single family residential neighborhood located to the west of the site. The project must be sensitive to the neighborhood in terms of scale, height, and building placement. Neighborhood meetings or other outreach may be required of the selected developer(s).

# SELECTION CRITERIA (CONT.)

## 5. Addresses Specific Housing Supply Deficit (10 points)

The City of Waukesha recently completed a Housing Study and Needs Assessment (2019). The study was an in-depth look at the City's current housing stock, future needs, and implementation tools. The study determined that there was a deficit of some housing types and price ranges. Proposals addressing the deficits will receive up to 10 points.

- Owner-occupied housing with a monthly cost range of \$1,250 to \$3,749
- Renter-occupied housing with a monthly rent range of \$1,250 to \$3,749
- Senior housing (ages 55 and up)

## 6. Full Utilization of All Available Sites (5 bonus points)

Bonus points will be awarded to proposals that utilize all three sites. To accomplish this, the City will consider phased developments as well as proposals that have more than one development partner. Proposals that have more than one developer should designate the primary (master) developer.

### Scoring Matrix

Criteria	Possible Points
Firm experience and capacity to complete project	20
Developer track record, experience, and ability to complete project	25
Fiscal Impact	20
Design	25
Addresses specific housing supply deficit	10
Full Utilization of All Sites	5 Bonus
<b>Total Possible Points</b>	<b>105</b>

# DISCLAIMER

## Reservation of Rights

The City reserves the following rights in regard to the Request for Proposals:

- To pose questions to respondents prior to the deadline in order to clarify the content and to ensure a complete understanding of each submission.
- To cancel or withdraw the RFP prior to the submission deadline.
- To modify or issue clarifications to the RFP prior to the submission deadline or to modify the deadline for submissions or other actions.
- To reject any response it deems incomplete or unresponsive to the submission requirements.
- To reject all submissions submitted under the RFP.
- To reissue the RFP, a modified RFP, or a new RFP, or other process (Request for Qualifications) whether or not any submissions have been received in response to the initial RFP.
- The City will post a notice indicating any cancellations, withdrawals, modifications to deadlines, or other changes to the RFP on the City's website at [www.waukesha-wi.gov](http://www.waukesha-wi.gov). Developers shall have the obligation to check the website for any such notices. The City of Waukesha and the Waukesha Redevelopment Authority shall have no duty or obligation to provide direct notices to developers.
- To extend the deadline for submission of proposals if deemed necessary.

## Ownership and Use of Submissions

All submissions shall become the property of the City of Waukesha and the City may use any and all ideas in any submission whether the submission is selected or rejected.

## Follow Up Questions & Clarifications

The City reserves the right to pose questions to respondents prior to the deadline in order to clarify the content and to ensure a complete understanding of each submission. Additionally, the City of Waukesha and/or the Redevelopment Authority may request additional information or an in-person or phone interview or presentation.



# PROPERTY DESCRIPTION

## Addresses & Parcel Numbers

### Zone A

- ① 318 Delafield Street (Service station) - WAKC1305461
- ② 200-310 Delafield Street (Vacant, former strip mall site) - WAKC1305460
- ③ Randall Street (Vacant land) - WAKC1306990

### Zone B

- ④ 130 Delafield Street (City Hall Annex Building) - 1305459

## Total Site Area

### Zone A - 3.38 Acres

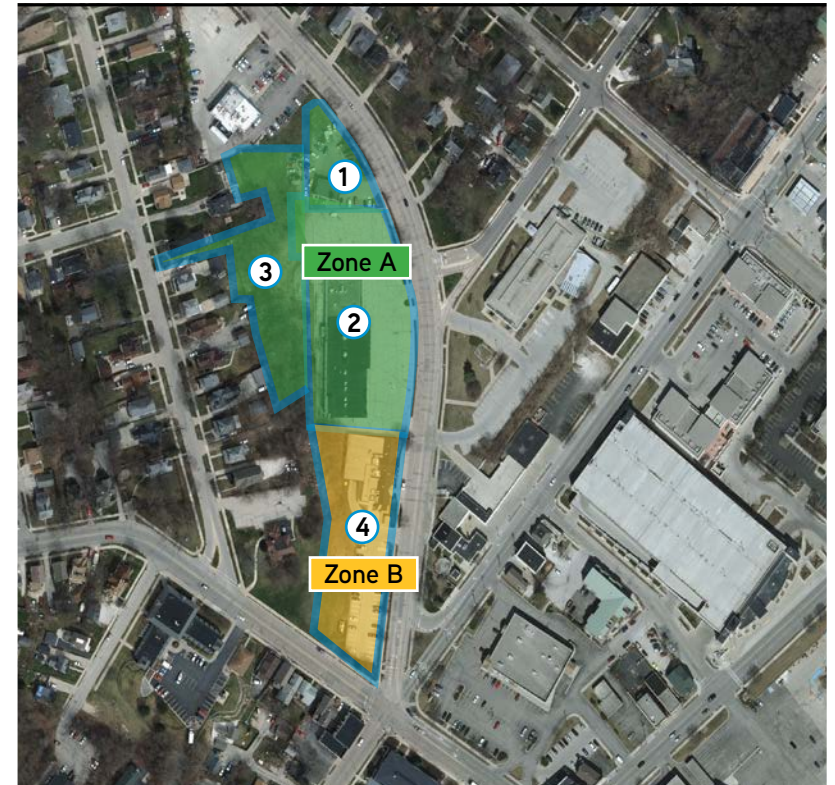
- 318 Delafield Street (Service station) - 0.490 Ac
- 200-310 Delafield Street (Vacant, former strip mall site) - 1.880 Ac
- Randall Street (Vacant land) - 1.010 Ac

### Zone B - 1.54 Acres (total of 4.92 acres for Zones 1 & 2)

- 130 Delafield Street (City Hall Annex Building) - 1.54 Ac

## Zoning & Land Use

The properties are zoned B-3, General Business (200, 310, and 318 Delafield Street) and I-1, Institutional (130 Delafield Street). The City anticipates the properties will be rezoned to a multi-family residential or mixed use zoning classification with the possibility of a Planned Unit Development (PUD) overlay. These properties are part of the Hillside/City Hall Area in City's 2012 Central City Master Plan. It is one of five high priority neighborhood redevelopment sites identified in the plan. The plan envisioned the Delafield Street site as key site to increase economic value near downtown. The plan recommended residential, commercial, or mixed use on these properties with the focus being on a high-quality design and architectural features that become a gateway landmark to our downtown. The plan included a conceptual layout to show a potential redevelopment scenario for this property but the city is encouraging respondents to look at different uses, buildings, and layouts as well.





# PROPERTY DESCRIPTION

## Tax Incremental Finance District

This property is not currently in a Tax Incremental Finance (TIF) District. If you are proposing to utilize TIF, please include this information in your proposal.

## Existing Structures

130 Delafield Street currently has a large structure on it that houses the City of Waukesha Department of Public Works Engineering Division and an adjacent employee parking lot. The property would not be made available for redevelopment until the new City Hall building is completed, which likely would be in 2021.

200-310 Delafield Street is currently vacant. The City purchased the property in early 2018 and received a Wisconsin DNR Site Assessment Grant. The former structure, a strip mall constructed in the 1960s, was demolished and environmental work is anticipated to be completed shortly.

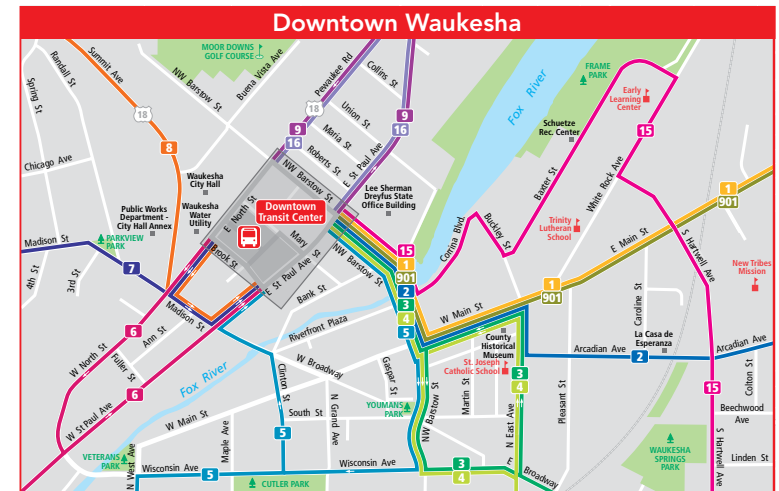
318 Delafield Street currently has a structure on it that was being used as an automobile repair facility. The building is now vacant and is scheduled for demolition in early 2019.

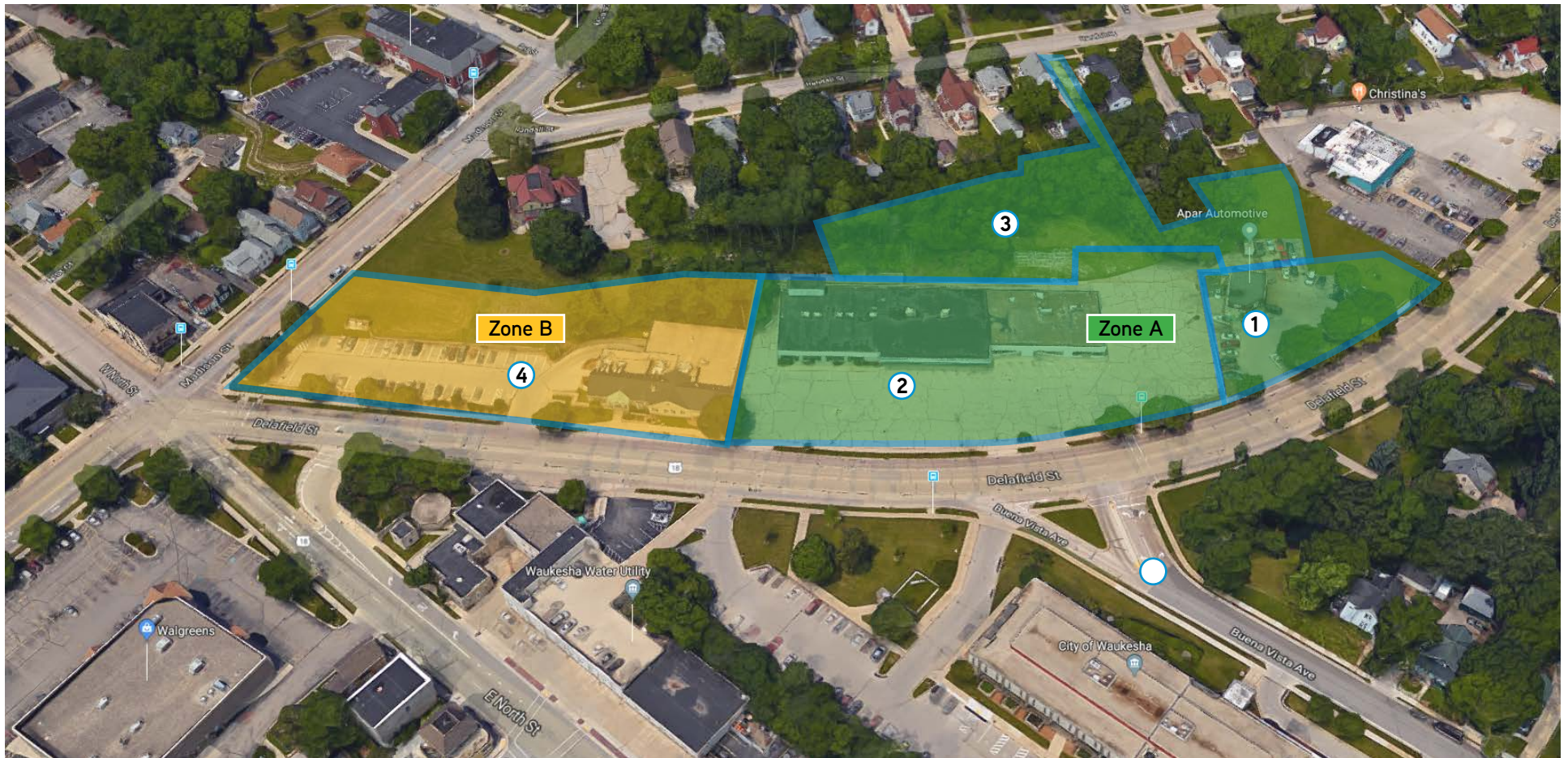
## Environmental

Phase I and Phase II Environmental Reports have been completed for 200-310 and 318 Delafield Street and will be made available to prospective developers.

## Transportation

The property is accessible by both car and Waukesha Metro Transit Route 8, which has a stop in front of the property. Given its close proximity to downtown and several medium-high density apartments and condominiums, as well as established small-lot single and two-family residential neighborhoods, there will likely be significant pedestrian and bicycle trips. The project should take advantage of the multiple modes of transportation available to the site.

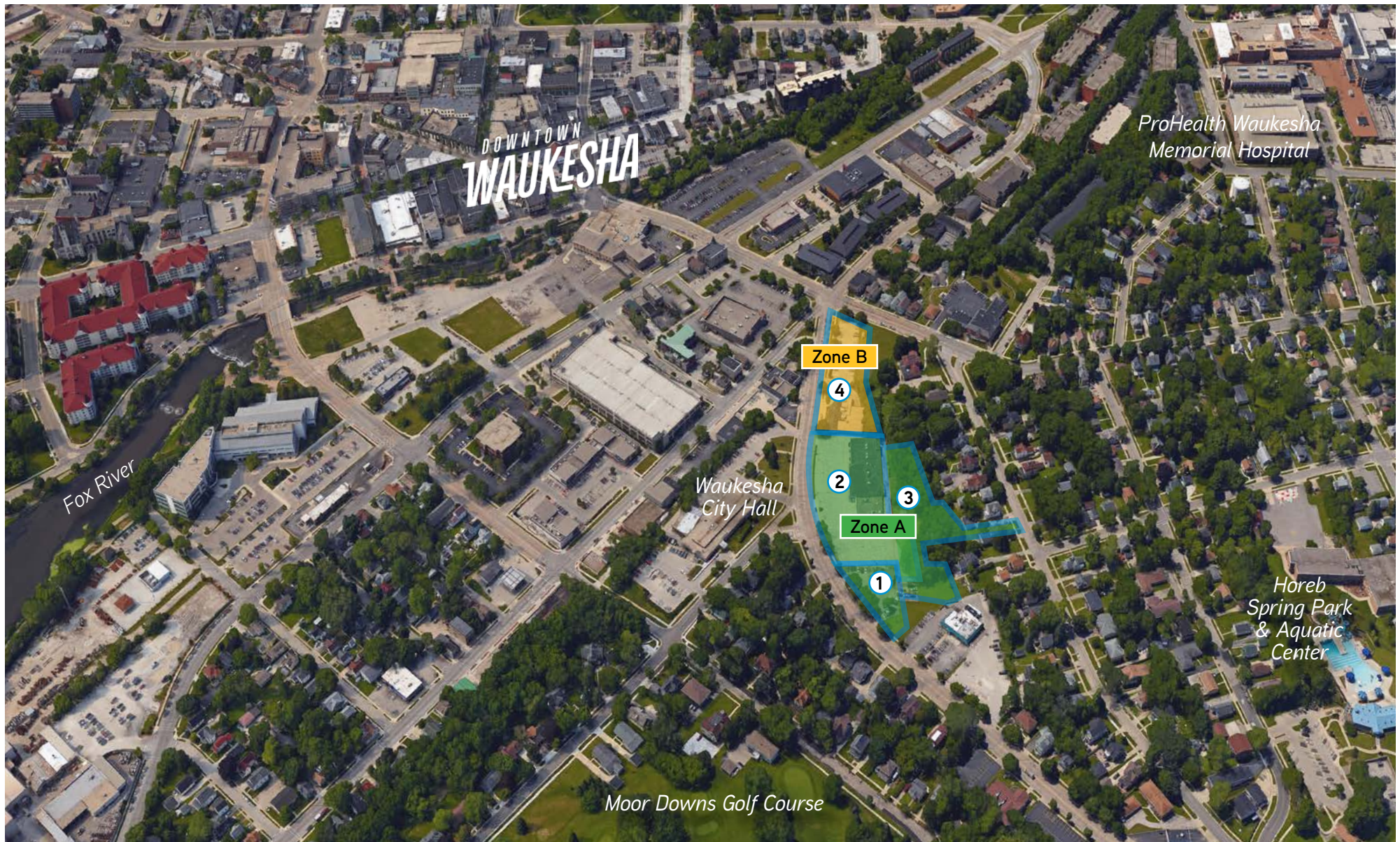




### Bird's Eye View - Facing West

Please note the former strip mall on 200-310 Delafield was demolished. 318 Delafield St currently has a structure on it that was recently used as an automobile repair facility. The building is now vacant and is scheduled for demolition in early 2019. Parcel boundary lines are approximations.





### Bird's Eye View - Facing South

Please note the former strip mall on 200-310 Delafield was demolished. 318 Delafield St currently has a structure on it that was recently used as an automobile repair facility. The building is now vacant and is scheduled for demolition in early 2019. Parcel boundary lines are approximations.



# CITY OF WAUKESHA



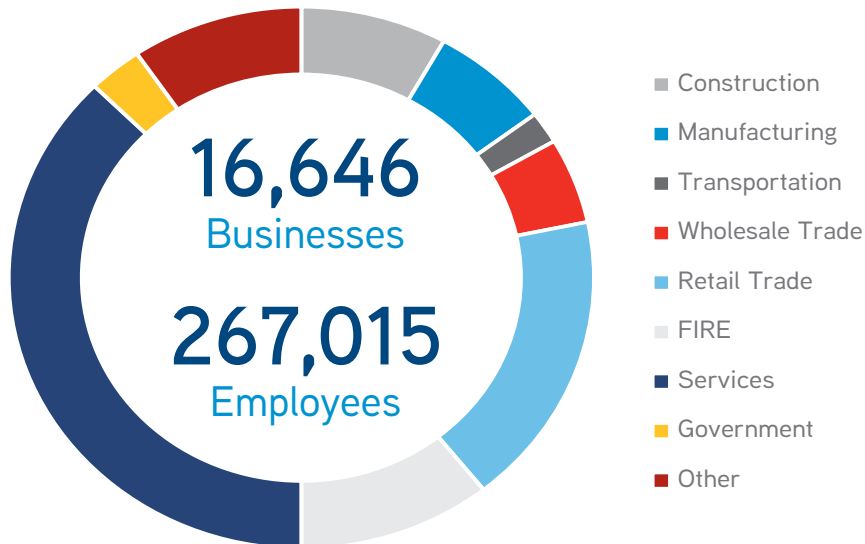
Located in Waukesha County, the City of Waukesha is the county seat and the most populated community in the county. The estimated 2018 population is 71,731. The city encompasses 25.7 square miles and is conveniently located 17 miles west of Milwaukee. Some of Waukesha's major employers include Carroll University, Eaton/Cooper Power Systems, GE Healthcare, Husco, Metal Tek International, Waukesha Memorial Hospital (ProHealth) and SXP Transformer Solutions. There are also a number of large public sector employers including Waukesha County and the State of Wisconsin, who has offices for the Departments of Health Services, Children & Families, Natural Resources, Safety and Professional Services and Transportation located in downtown Waukesha.

Downtown Waukesha, a thriving commercial district, has witnessed several years of reinvestment and revitalization. Downtown has become a destination for surrounding area residents and visitors seeking a unique variety of independently owned restaurants, bars, boutique shops and art galleries. The heart of downtown has been energized by \$60 million of new public and private development in recent years, including the popular Riverwalk, which extends three miles through downtown and links to nearby parks and neighborhoods. Significant investment continues to be made to improve the infrastructure and streetscape downtown with new banners, wayfinding, planters, benches, bike racks and other attractive amenities. Currently, an estimated \$15 million of new and renovated building projects are underway. These projects will add a substantial number of residents and employees to downtown, which is already home to over 1,400 people living in downtown apartments and condos.



# EMPLOYMENT

## Employment by Sector - Waukesha County



## Top Employers - City of Waukesha



Company	Employees
GE Healthcare	3,700
Waukesha Memorial Hospital	2,316
School District of Waukesha	1,589
Waukesha County	1,354
Eaton/Cooper Power	888
Carroll University	706
City of Waukesha	597
SPX	646
MetalTek	450
HUSCO	366
GE Power & Water	250



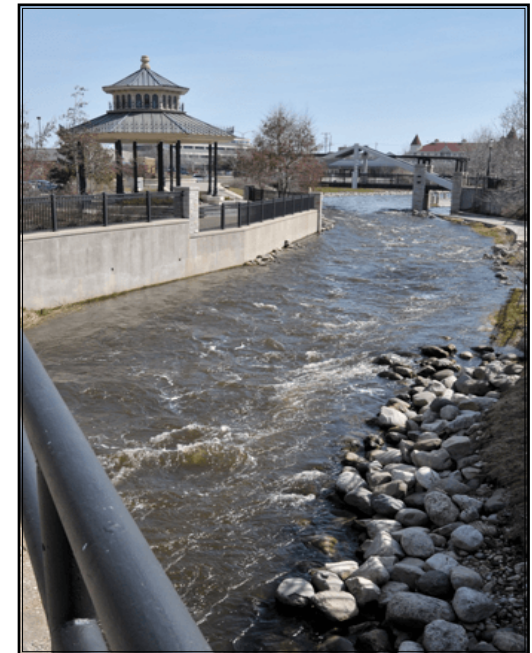
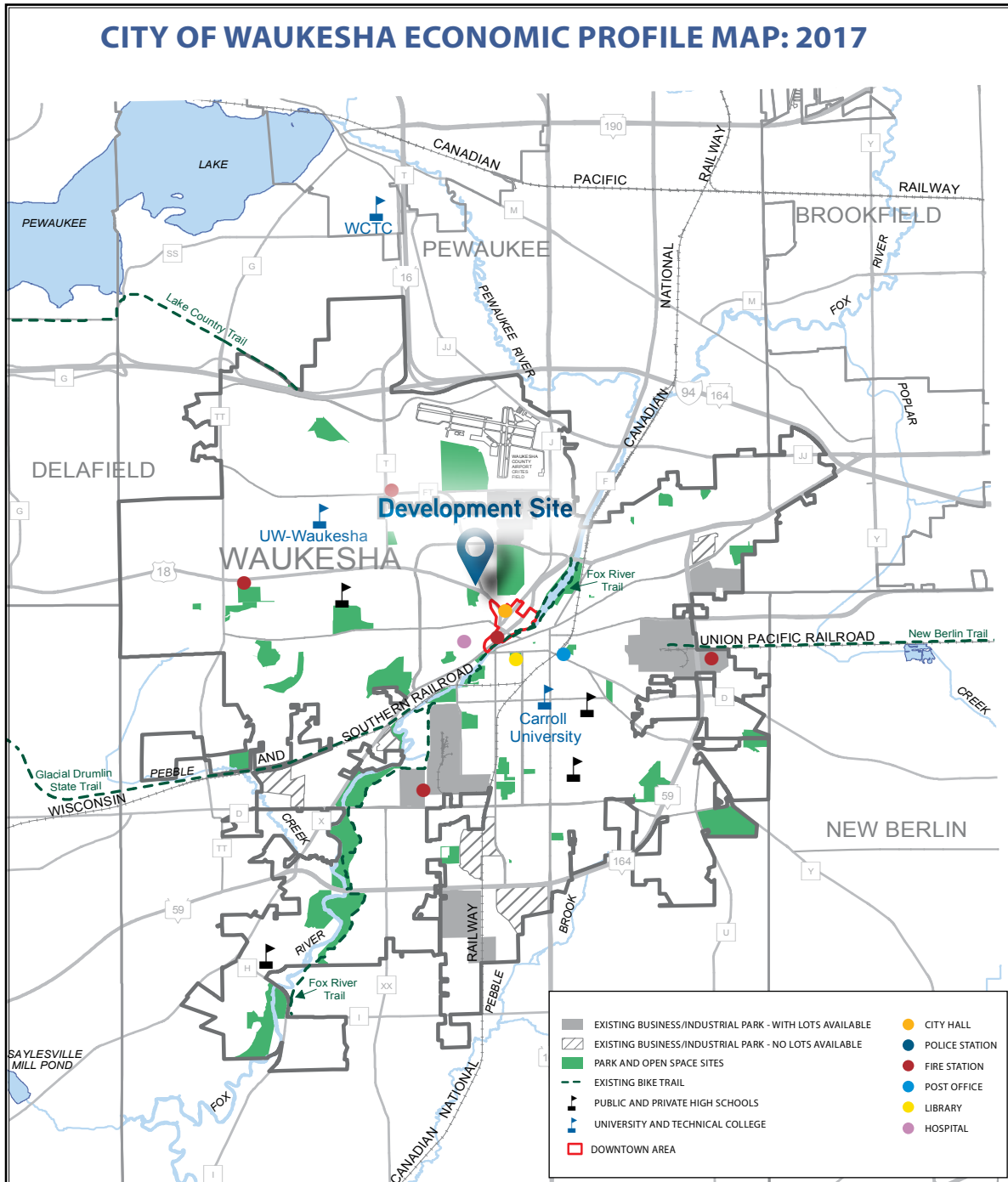
GE Healthcare



Waukesha Memorial Hospital



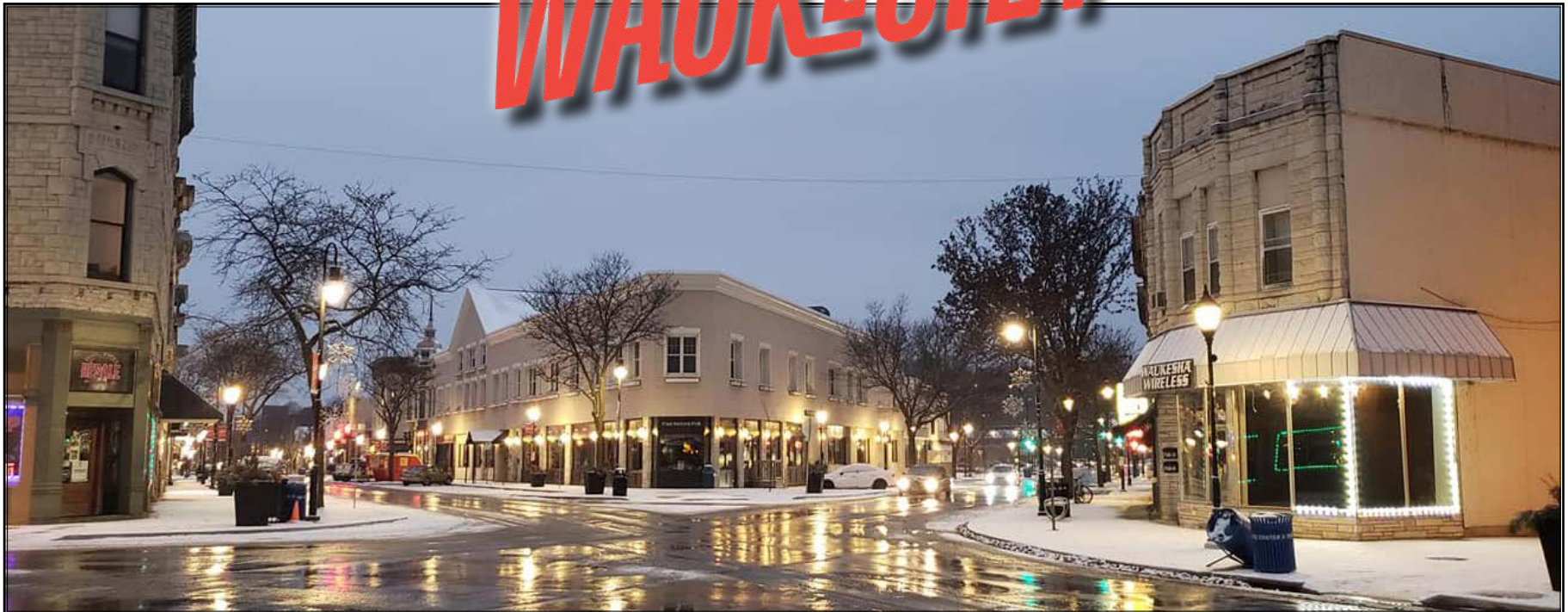
Husco International







# DOWNTOWN WAUKESHA



# DEMOGRAPHICS

Demographic/Economic Profile	1 Mile	3 Miles	5 Miles	City of Waukesha	Waukesha County
Population	18,100	71,374	113,893	72,884	405,885
Households	7,665	29,174	46,154	29,451	160,398
Average Household Size	2.12	2.35	2.40	2.38	2.50
Median Household Income	\$41,421	\$59,766	\$71,256	\$61,503	\$84,007
Per Capita Income	\$24,272	\$32,147	\$38,206	\$32,256	\$43,157
Median Age	33.3	36.6	39.5	36.4	43.6
Median Home Value	\$179,953	\$217,250	\$250,062	\$222,273	\$286,670
Employees	17,706	57,963	88,320	48,674	267,015
Civilian Unemployed	3.1%	2.3%	2.0%	2.2%	1.9%

Source: 2018 Esri Data

Household Income	1 Mile	3 Miles	5 Miles	City of Waukesha	Waukesha County
Less than \$15,000	15.0%	8.9%	6.9%	8.6%	4.9%
\$15,000-\$24,999	13.9%	8.9%	7.3%	8.5%	5.6%
\$25,000-\$34,999	13.8%	9.2%	7.8%	8.9%	6.6%
\$35,000-\$49,999	14.4%	13.0%	11.4%	12.6%	9.9%
\$50,000-\$74,999	20.0%	20.4%	18.6%	20.3%	16.3%
\$75,000-\$99,999	11.0%	14.5%	14.9%	14.8%	15.3%
\$100,000-\$149,999	9.0%	15.9%	18.2%	16.7%	21.5%
\$150,000-\$199,999	1.9%	5.4%	7.7%	5.8%	9.4%
\$200,000 or greater	1.0%	3.9%	7.2%	3.8%	10.5%

Source: 2018 Esri Data

Own vs Rent Housing	1 Mile	3 Miles	5 Miles	City of Waukesha	Waukesha County
Total Housing Units	8,275	30,890	48,514	31,182	168,740
Owner Occupied Housing Units	33.5%	52.9%	60.2%	54.4%	70.6%
Renter Occupied Housing Units	59.1%	41.5%	34.9%	40.0%	24.4%
Vacant Housing Units	7.4%	5.6%	4.9%	5.6%	4.9%
Owner Households with Mortgage <sup>1</sup>	73.9%	69.5%	69.8%	71.7%	69.7%
Median Contract Rent <sup>1</sup>	\$678	\$765	\$792	\$768	\$832

Source: 2018 Esri Data unless otherwise noted

<sup>1</sup>2012-2016 ACS Data



# REQUEST FOR PROPOSALS

# DELAFIELD STREET REDEVELOPMENT

CITY OF WAUKESHA



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