PUBLIC NOTICE

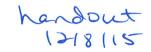
PUBLIC NOTICE is hereby given that a special meeting of the Common Council of the City of Platteville shall be held on Tuesday, December 08, 2015 at 6:15 PM in the Police Department Conference Room, 165 N. 4th Street, Platteville, WI.

COMMON COUNCIL AGENDA

- I. CALL TO ORDER
- II. ROLL CALL
- III. WORK SESSION Request for Proposals Former Pioneer Ford Properties
- IV. ADJOURNMENT

If your attendance requires special accommodation, write City Clerk, P.O. Box 780, Platteville, WI 53818 or call (608) 348-9741 Option 6.

Posted: 12/2/15



STAFF MEMO

CITY OF PLATTEVILLE

Community Planning & Development Department



December 1, 2015

Former Pioneer Ford Redevelopment Project - Visioning Process

In 2011, the City adopted a downtown revitalization plan, which identified several sites in the downtown area that were considered key redevelopment sites. The goal was to have these sites redeveloped in a way that would support the long term viability and sustainability of the downtown economy.

The City has now completed the acquisition of one of these redevelopment sites, which is the former Pioneer Ford property and adjacent properties located at the northwest corner of Water Street and Pine Street. The acquired properties include the following:

- a. 75 S. Oak Street (former Pioneer Ford dealer building)
- b. 70 S. Water Street (former Pioneer Ford dealer building)
- c. 50 S. Water Street (former drycleaner/retail building)
- d. 45 S. Oak Street (apartment building)
- e. 70 S. Oak Street (parking lot)

The City has been awarded a Site Assessment Grant for up to \$150,000 that provides assistance toward the environmental analysis and remediation of the properties. The City has also been awarded a Community Development Block Grant for up to \$500,000 to assist with the property purchase and demolition of the existing buildings.

The property was acquired with the intent of encouraging the redevelopment of the site for a higher and better use. The City is now looking for input from key stakeholders and the public regarding what the community considers to be the preferred redevelopment of this site. That is the reason for the visioning session this evening.

Visioning Questions:

- What types of features would help establish this site as a gateway to downtown?
- What types of uses should be considered for this site?
- What don't we want to see on this site?
- When the project is done I hope we can say _____ about the project.
- What else should be considered?

Tentative Timeline/Process:

- December Visioning Session (Mound City Bank drive-thru)
- December Council approve Request For Proposals
- December Send out RFP's
- February/March RFP's due
- February/March Review Committee meet
- March Council review Committee recommendations
- April Council selection/approval of a proposal/developer
- May/June Council review draft development agreement
- Summer Council approve sale of property

STAFF MEMO

CITY OF PLATTEVILLE

Community Planning & Development Department



Former Pioneer Ford Redevelopment Project - Visioning Session held on December 1, 2015

Results/Comments from Visioning Questions:

What types of features would help establish this site as a gateway to downtown?

- Artistic elements mosaic/murals/sculpture/flags (11)
- Uses that generate property tax (11)
- Lights and activity at night (9)
- Mixed use (8)
- Maintain Gates Hotel building (8)
- Roof top garden/balconies/common space (7)
- Architecturally connect with historic downtown (7)
- Consider adaptive re-use (7)
- Uses that would attract people to downtown (6)
- Fountain/pond/waterfall (6)
- Multi-story building designed for the topography (6)
- Incorporate native/historic/natural materials (6)
- Splash park (5)
- Highlight sustainability features (5)
- Complimentary design to downtown neighborhood (4)
- Landscaping/greenspace and setbacks (4)
- High-speed internet (4)
- Skywalk to McGregor plaza (4)
- Clock tower/pinnacle (4)
- Outdoor performance space (4)
- Uses that invite foot traffic (3)
- Visually-appealing/underground parking (3)
- Children's museum (2)
- Tall building 4+ stories (2)
- Outdoor restaurant (2)
- Rotating exterior art (2)
- Welcoming landmark/gate/arch (2)
- Adequate/accessible parking (2)
- Gathering spot/spaces that facilitate community interaction (2)
- Good wayfinding signage (2)
- Large architectural presence/majestic design (2)
- Reflect historic character of downtown (2)
- Housing for young professionals (1)
- Architectural significance
- Lots of windows/glass
- Convention center

- Extension of historic downtown feel
- Convenience store
- Chamber office/tourist location
- Third lane for turning
- Bigger M

What types of uses should be considered for this site?

- Mixed use residential/retail/professional services/parking (22)
- Taxable entities (18)
- Educational adaptive reuse (trades & technical) (10)
- Incubator/office space (8)
- Brewery/brew pub & restaurant (8)
- New restaurants (7)
- Indoor/outdoor activity center (ice skating, paintball, soccer, splash park, etc.) (7)
- Tie into greenspace idea for Water St from downtown plan (6)
- Artist space (5)
- Housing for young professionals (5)
- Dance/yoga studio (4)
- Maker/hacker space (4)
- Corporate headquarters (4)
- High tech (3)
- Coffee shop/café' (3)
- Maintain Gates hotel building (3)
- Business center offices space (3)
- Multi-use Convention space (3)
- Encourage boutique and start-up firms (2)
- Business that focuses on food production (2)
- Performance space (2)
- Retail/shopping various sizes (2)
- Residential apartments (1)
- Kwik Trip (1)
- Sports bar complex (1)
- Sustainability businesses (1)
- Science museum (1)
- Health professionals with general office space/Medical Park (1)
- Community space (1)
- Museum space (1)
- "matter creative" space for kids (1)
- Children's museum (1)
- Retail space with focus on fitness
- Underground parking
- Restaurant with outdoor dining
- High-end spa
- Meeting rooms
- Upper-floor residential
- Leisure space
- Family recreation center

- Alternative high school
- Buffalo Wild Wings
- Trader Joes
- Panera Bread
- Class A office space

What don't we want to see on this site?

- No bad architecture/big, square box/cheap construction (23)
- Big empty parking lot (18)
- No non-taxable uses (16)
- No convenience store/gas station (11)
- No warehousing/storage (8)
- No big box (8)
- No residence halls/student housing (7)
- No adult entertainment (5)
- No fast-food or drive-up uses (5)
- No chain stores/restaurants (encourage independent businesses) (4)
- Rodent free facility (3)
- No building right up to the corner (3)
- Nothing that doesn't support sustainable practices (3)
- No high-density housing (2)
- No design that limits the use of Oak Street (2)
- No professional services on ground floor (2)
- No light pollution (2)
- No blinding/flashing lights (2)
- No big billboards (2)
- No lack of further input (2)
- Not a wall-to-wall building to lot line (2)
- No industrial/heavy manufacturing (2)
- No high traffic/in-out uses (2)
- No neon signs (1)
- Not just low-volume offices (1)
- No Crazy Franks or used goods (1)
- No tattoo parlors (1)
- No cheese plants
- No further TIF subsidy require ROI to the City
- Fully paved parking lot
- No strip mall
- An unused site
- No unpleasant smells

When the project is done I hope we can say _____ about the project.

- Terrific!! Looks Great.
- We are proud.
- That the public input was taken into consideration and that the project focused on sustainability and focused on the current & future generation.
- I (we) love it!

- We're satisfied completely with the project.
- It was financially viable without city support.
- Fabulous.
- That we related a catalyst for job creation(good, year round salary jobs) and pushed Platteville forward (were innovative/progressive)
- Wow!
- We had input.
- Got the best deal (i.e. developer brought good connections & the city/community will continue to support the projects, also great public private partnership)
- The project has made a positive difference in the community.
- Wow!
- What a great development! Come to Platteville to see our ? What a beautiful, vibrant downtown.
- This is exactly what Platteville needed! I can't wait for my family to visit so we can go downtown.
- Wow!
- It's beautiful and created jobs and is generating tax revenue.
- It brings in tax dollars.
- Wow! With a return on the city's investment. Something that helps the tax base versus potential to increase taxes.
- Awesome, useful, attractive, promotes Platteville's Downtown.
- The result (development) was community driven.
- When the project is done I hope that we have a signature project that generates tax increment to support further development.
- A great project, a positive for Platteville!
- The project helped Platteville Grow.
- We didn't screw up in 20 years.
- The community is proud of the project. (Public/local input is crucial.)
- Wow!
- We have made a wise investment in our community and regional economic development.
- I hope we say "well done" we have created a space that is well designed and satisfies community needs.
- I hope we can say that we are proud of what has been accomplished, that we have met the social and cultural needs of our community as well as "tax" needs, and that we valued the needs of the whole community & used sustainable practices!
- There is no Platteville money in it.
- It's beautiful and useful.
- It exceeded our expectation, we didn't sell ourselves short with short-sighted thinking.
- This project made a positive impact on the community. (economic development & community engagement)
- Proud of the project.
- Proud of this.
- A sense of place that is different from what every other community could have (chain restaurants, stores). History creates a sense of place & draws in tourism. We have a lot of history here and it is underutilized.
- Must be taxable income. No-Platteville Money.

What else should be considered?

- Bring more people to town. Housing will bring people walking area.
- Try to maintain the Gates Hotel even if used as an adaptive use, but restore & maintain "outside" historic look. We have lost too many of our historic buildings.
- Consider more citizen input!
- Keep large public involvement.
- "Anchor tenant" could be accomplished chain multiple partnerships.
- Think big! Consider Southwest Tech as a strong anchor partner.
- A balance between making income but also how it draws attention & use of other businesses/resources in the community. How magnetic is it? Making people want to move/come & spend in entire city.
- How many people does it draw? If it does not draw 1000 people + for Main Street.
- Don't underestimate the role the arts play in creating a vibrant community & welcoming others!
- How do we attract the businesses/services needed to create jobs & fill the space?
- Don't overlook adaptive use.
- Please let this process be done by high school students. This will all be theirs in the future!
- Utilize <u>local</u> contractors, architects, engineers, professional in the design & construction of the project.
- Consider Ag based business needs. Don't worry about paying now if there is a long term benefit to the city.
- Affordable to taxpayers and provides a good return on the investment.
- Spend time brainstorming for key/anchor tenant. Investigate medical as an anchor.
- Consider traffic flow does a turn lane need to be added? Bike lanes? Sidewalk needed? How does this development compliment the Downtown?
- Sustainability, Aesthetics, Return on investment to Platteville.
- We should not push schedule over quality of project. This schedule is very aggressive. Want developer who does in depth analysis to ensure project's success.
- It must be realistic and commercially viable for this area.
- Continue public input throughout the process.
- The 2010 Downtown Revitalization Plan really needs to be shredded. It is not up to date with the UWP sites designated for Downtown. The public needs up to date information.
- RFP timeline may be too guick.
- What kind of major industry can we get to town that will help bring in people?
- Sustainable design. Bike/pedestrian friendliness.
- Vacate part of Oak Street to create 1 single parcel to develop.
- Don't throw out the idea of revising a vast majority of the buildings on the site. How to attract/what to attract as an "anchor tenant"?
- Public participation and communication throughout process posters throughout Main St. or heavily used locals (i.e. Bars, Salons, Restaurants).
- Educational use
- Industrial for jobs
- In the RFP process, there should be a trade off the more the developer can accomplish from our wish list, the better the price we would allow.
- Change our word in the RFP from "demolition" to "Deconstruction" Look to Dubuque for leadership in reclaim material!
- A traffic impact study

- Whatever else, the site should be green, sustainable, verdant, full of energy, welcoming and something the whole city can be proud of.
- How the new development ties into the existing redevelopment plan and downtown.
- Closing Oak St. & build across/connect buildings.
- Senior citizen accessibility
- What can actually put there that is not subsidized

handout 12/8/15

REQUEST FOR PROPOSALS

Downtown Property Redevelopment

Corner of Pine Street (Hwy 81) and Water Street (Hwy 80) Platteville, Wisconsin



City of Platteville

75 North Bonson Street Platteville, WI 53818

December 2015

I. General Community Information

The City of Platteville, home to the University of Wisconsin-Platteville and a regional retail and service center, has an estimated population of 12,788. The City is approximately 75 miles from Madison and 20 miles northeast of Dubuque, Iowa. The City's historic downtown is listed on the National Register of Historic Places, which, along with other cultural and historical sites, attracts visitors from the area. The City has a very successful industrial park, which is home to a variety of industrial and commercial businesses that provide employment opportunities for the entire region. The City was named as a 2013 All-America City finalist.

UW-Platteville, known for its engineering, industrial technology and agricultural programs, is the region's largest employer and has played a dominant role in shaping the region. The University has been the fastest growing campus in the UW system over the past ten years.

II. Downtown Revitalization

The City of Platteville and the Platteville Redevelopment Authority (RDA) adopted a Downtown Revitalization Plan in 2011, which can be viewed on the City website at http://www.platteville.org/?post=3833. The plan identifies goals and strategies for redevelopment of the downtown area. Several redevelopment sites were identified that have unique potential for new development or redevelopment, and that would serve as catalysts for improving the entire downtown area. The redevelopment of one of these key sites is currently underway with the start of the \$16 million Library Block redevelopment project. This west gateway project includes a 72-room Holiday Inn Express hotel, a health clinic and a new public library.

Additional projects that are being considered in the downtown area include renovations to the McGregor Plaza building and property, an expansion to the Steve's Pizza Restaurant, and redevelopment of the former Chicago's Best Restaurant property.

The current Request for Proposal is for the redevelopment site that serves as the east gateway to downtown. This site is available for purchase and redevelopment. This property offers a unique opportunity for development of a high visibility property in the center of the community. The property would be ideally suited for a mixed-use development, which could include office, retail, multi-family and other uses.

III. Property Information

The site is the former Pioneer Ford property, as well as adjacent commercial and residential properties, that are all owned by the City of Platteville. The site is located on the northwest corner of Pine Street (State Highway 81) and Water Street (State Highway 80), which is one of the most visible intersections in the community.

Parcel 1. The main property consists of several parcels with frontage on Water Street, Pine Street and Oak Street that have a combined area of approximately 63,599 sq. ft. (1.46 acres). The land is sloping to the southeast, which would provide an opportunity for a multi-level development, with each level accessible from at grade. City water and sanitary sewer are

provided to the property, as well as natural gas, electric, telephone, and fiber-optic internet & television.

Parcel 2. An additional property across the street from Parcel 1 is also available. The property is located on Pine Street, Oak Street and Second Street, and has an area of 17,118 sq. ft. (0.39 acres). This property is currently a paved parking lot, but utilities are provided to the site.

While the City has not formally explored site expansion options, there may be some potential opportunities. Ideas forwarded during the community visioning session included connecting to an outlot development at the McGregor Plaza site, vacating a portion of Oak Street, and combining parking with the adjacent senior housing development.

The proposed redevelopment site is currently zoned B-2 Central Business District, and is designated for mixed use development in the City's Comprehensive Plan. The surrounding area consists of a variety of office, retail, and multi-family residential buildings. It is anticipated that the property will not need to be rezoned to accommodate the proposed development, but the City may consider changes if deemed necessary. The uses permitted in the B-2 District are identified in Chapter 22 of the Municipal Code, which can be viewed on the City website at http://platteville.org/?post=2179.

The property is located in the City of Platteville's Tax Increment District #7, which is a redevelopment district that includes most of the downtown area. The property is also located within the redevelopment district for the City of Platteville Redevelopment Authority.

IV. Environmental Information

The City has hired Ayres & Associates to complete Phase 1 and Phase 2 environmental investigations of the site. The results of the analysis show only minor environmental issues on the site. These reports are available upon request. A Site Assessment Grant has been obtained, which will allow the City to complete any necessary remediation, including deconstruction and/or demolition of the existing buildings. The City is prepared to work with the selected developer to obtain a Voluntary Party Liability Exemption if desired.

V. Desired Project

The City completed a visioning process with community stakeholders and the general public regarding the desired development of this site. The process was intended to generate ideas as well as create excitement in the community for the redevelopment of the property. A complete summary of the results of this activity are included on the City's website at www.platteville.org.

The visioning session resulted in the following guiding principles for the site:

Serve as a Gateway: The project uses architectural and art elements to signify arrival and invite people into the downtown area.

Be Smart with Parking: The project takes advantage of topography to maximize and hide parking. Consider uses that make shared parking possible.

Include Multi-story/Multi-use Building: The project combines retail, office and/or housing uses. All three are prominent in the downtown area.

Compliment Platteville's Historic Downtown: The project's building facade and site design compliment the historic nature of the downtown area.

Connect to the Outdoors and Street: The project provides pedestrian-friendly features and green spaces in the site design; possibly through the use of outdoor gathering spaces such as a splash pad, sculpture garden, water feature and/or outdoor dining.

Grow the Tax-Base: The project improves the City's tax base in the downtown district.

Although it is not a requirement that the proposals meet these suggestions, the results of the visioning will be used as a guide for evaluating the proposals. The City will look at the proposed use of the property, the impact on the neighborhood, and the overall benefits to the community when evaluating the development proposals.

VI. Proposal Requirements

The proposals should be labeled "Downtown Property Redevelopment" and mailed or delivered
to the City of Platteville, 75 N. Bonson Street, Platteville, WI 53818. The proposals can also be
submitted electronically to carrolli@platteville.org. The proposals should be submitted by 4:30
p.m. on

The proposals should include the following information:

A. Developer Experience

• Briefly describe the experience and background of the developer. Include information on previous related projects.

B. Development Description

- Provide a general description of the proposed development.
- Submit representative site plans and building elevations. These could be plans or photos from a similar project that give an indication of the type of development proposed.
- Describe any unique design elements or features of the development.

C. Schedule, Costs and Financial Projections

- Indicate the offering price to be paid for the land.
- Provide an estimated timetable for development of the project.
- Include an estimated market value of the development when completed.

D. Related Documentation

- Indicate if there are any zoning modifications or other changes needed to complete the project.
- The proposal should clearly indicate what financial assistance or other public participation is requested from the RDA or the City of Platteville.

VII. Selection Process

The proposals will be evaluated using the following criteria:

- Degree to which the proposal meets the guiding principles for the site.
- Estimated total project costs and estimated tax base to be generated from the project.
- Developer's expertise, experience, and financial capacity.
- The purchase price to be offered for the site.
- Proposed development schedule.
- Ability to provide affordable housing or other community benefit.

VIII. Contact Information

Questions regarding this proposal can be directed to:

Joe Carroll, Community Planning & Development Director City of Platteville 75 N. Bonson Street Platteville, WI 53818 608-348-9741 ext. 2235 carrollj@platteville.org

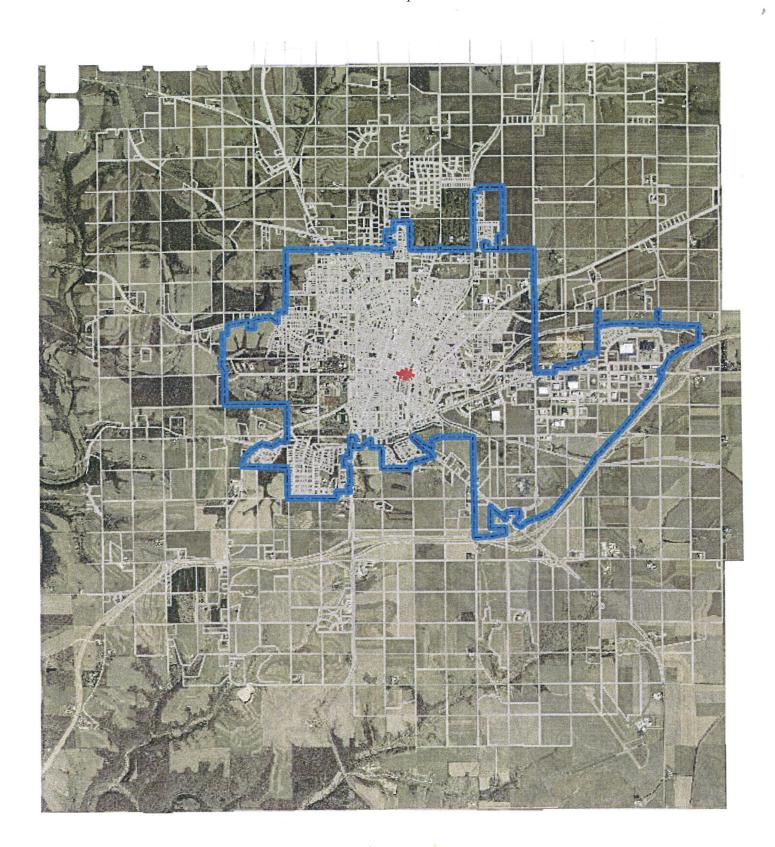
IX. Additional Information

The selected developer will be required to enter into a development agreement with the City regarding the details of the development and the terms and conditions of any public assistance that is provided for the project.

The contents of this packet are for informational purposes only and the representations made herein are without warranty. Developers should rely exclusively on their own investigations and analysis.

The City of Platteville will honor confidentiality requests to the extent possible. If you feel certain aspects of your proposal are proprietary in nature, please indicate so.

Thank you for your consideration and interest in Platteville.



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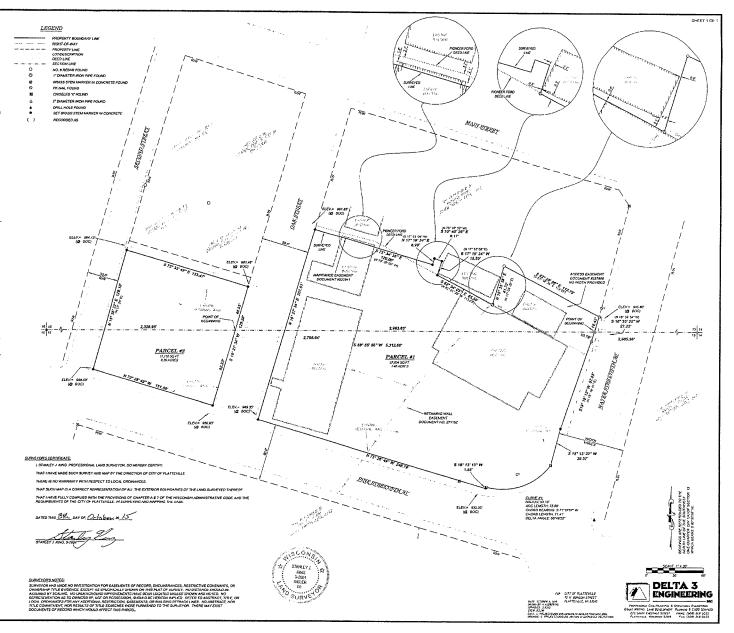
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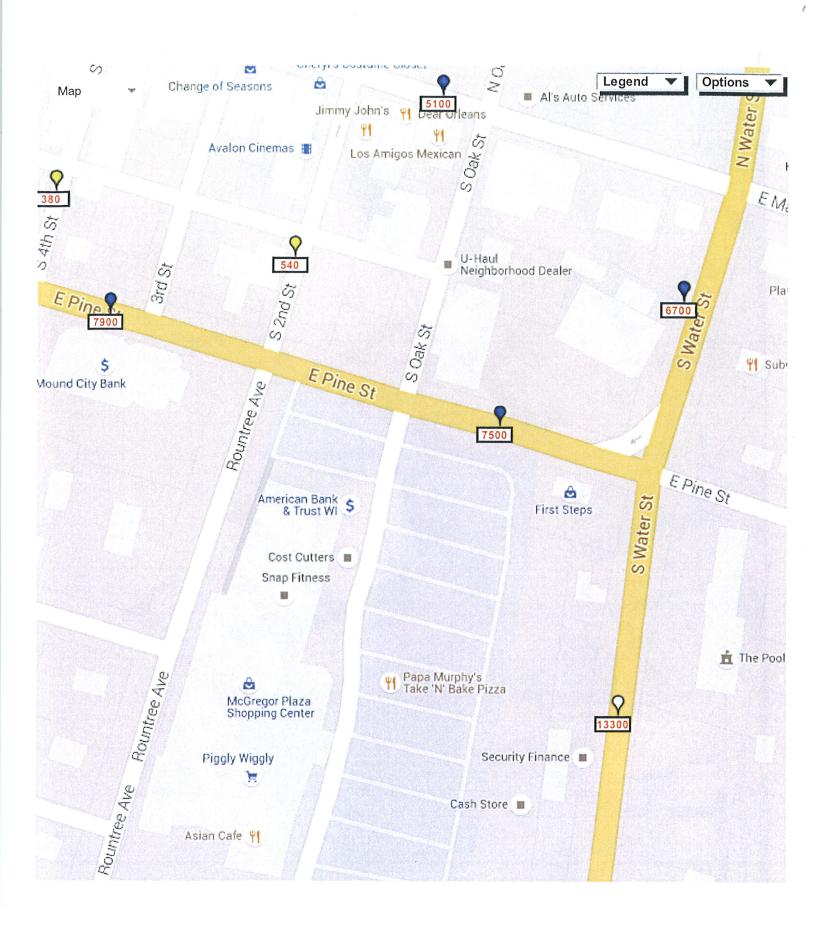
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Downtown Property Redevelopment RFP