

**REQUEST FOR PROPOSALS  
COMMERCIAL AND MIXED USE  
DEVELOPMENT**

*of the*

**Downtown Redevelopment Site  
Ripon, Wisconsin**



[www.cityofripon.com](http://www.cityofripon.com)

[www.downtownripon](http://www.downtownripon)

### **Downtown Historic District:**

Ripon has been recognized as one of the “Coolest Small Towns in America” by *Budget Travel Magazine*, and is frequently featured in national and state-wide travel publications and TV programs.

The downtown district has been marked in recent years by explosive growth of popular restaurants, specialty shops, and upscale and spacious loft apartments. An energetic vibe is tangible as a new crop of young and highly-engaged entrepreneurs and residents relocate to the district.

Green spaces in the heart of downtown Ripon provide central gathering spots for winter ice-skating, a popular Summer Concert Series, Farmers Market, and other activities. Special signature events bring thousands of visitors to the district annually, including Wine Walk, Septemberfest, Christmas in the Village and Dickens of a Christmas.

### **Ripon College Campus:**

Ripon College, founded in 1851, is a private undergraduate liberal arts and sciences college located just west of the downtown historic district.

Year-after-year Ripon College ranks among the top national liberal arts colleges and is recognized for maintaining strong ties to the local community. In addition to the 1,000 engaged students in attendance, numerous annual events bring thousands of alumni, family members and prospective families to the district.

Recent campus infrastructure improvements, including a \$23.5 million athletics, health and wellness center have contributed to large increases in enrollment as well as the introduction of thousands of new visitors to Ripon throughout the year for campus, tournaments and events.



## Ripon Development Site Summary

The City of Ripon is soliciting proposals to redevelop sections of the 200 & 300 blocks of Watson Street located in the Downtown Ripon Historic District. Proposals may incorporate any combination of parcels identified in the site list. Proposals can include commercial, residential, or a mix of both. Creative ideas are encouraged, but they should complement the historic nature of downtown Ripon and reflect the architectural standards outlined in the Downtown Ripon Design Manual. The City of Ripon is currently the owner of this property.

### ***Downtown Ripon Design Manual:***

[www.downtownripon.com/riponmainst/pdf/DowntownRiponDesignManual.pdf](http://www.downtownripon.com/riponmainst/pdf/DowntownRiponDesignManual.pdf)

### **A Spectacular Place To Live, Work and Play!**

When deciding where to locate your business, look no further than Historic Downtown Ripon. If your business would benefit from being located in a distinctive and unique setting, Downtown Ripon is the place for you.

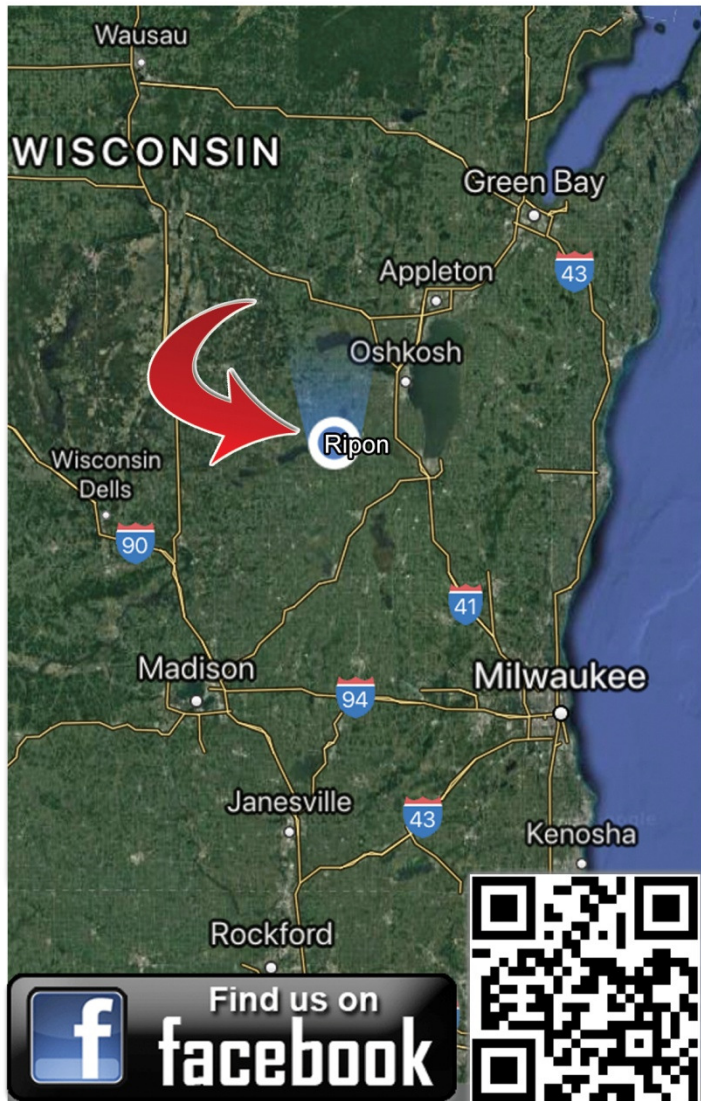
With a downtown rich in historic architecture, Ripon was among the first communities in Wisconsin selected to participate in the National Main Street Program – advocating historic downtown restoration and pursuing economic development through marketing, business recruitment and retention, real estate development and market analysis.

Created in 1988 through private sector leadership, the Ripon Main Street program guides the downtown revitalization initiative. This includes networking and collaborating with over 100 business and property owners.

Investors and entrepreneurs who locate their businesses in Ripon's downtown benefit from a multitude of support services offered through Ripon Main Street, an organization committed to furthering economic development, existing business retention and new business development and profitability.

### ALL ROADS LEAD TO RIPON, WISCONSIN

Ripon is located at the intersection of Highway 44 and 23, seventeen miles southwest of Oshkosh and eighteen miles northwest of Fond Du Lac. Driving time is approximately 1.5 hours south from Green Bay, 1.5 hours north from Madison and Milwaukee, three hours north from Chicago, IL., and 4.5 hours southeast from Minneapolis, MN.



Developers are expected to complete the redevelopment as follows:

### Desired Outcome

- Construct or renovate existing buildings to create commercial, residential or mixed use development project on the downtown Ripon site.
- Developer may choose to acquire any combination of parcels to facilitate desired redevelopment. If complementary projects are proposed, multiple developers may be selected to maximize development opportunities on the entire site.

### Site Profile (outlined in red on map)

Total Acres: 2.552  
Number of Parcels: 13  
Existing Structures: 7 + 1 outbuilding  
Current Est. FMV: \$2,450,100  
Est. Existing Square Feet: 32,783  
Current Zoning: B-1 Central Business District, Abuts Ripon College campus

### Uses Requiring Conditional

**Approval:** Arcades, Churches, Meeting Spaces, Motor Vehicle Service Stations, Motor Vehicle Sales, Parks, Pawnshops, Pet Shops, Gyms, Schools, Tattoo Parlors, Taxidermists, Outdoor Businesses  
**Disallowed Uses:** First Floor Residential

### Massing & Form

Height: 60' from sidewalk level  
Setback: 10' from curb on each street faced and rear lot line  
Loading: On-site loading required  
Design: Historic district design review required  
Parking: No set space requirements within central business district B1 zoning

### Sale Price

**There is no minimum offering price requirement for this property.** For information on the assessed and/or fair market value, see Parcel Summary.



## Parcel Summary

Address	Owner	Contributing Historic Property Y/N	Acres / Est. Square Feet	Prior FMV (2015)	Immediate Prior Use/Notes (all properties currently vacant)
222 Watson Street	City	-	.1 Acres	N/A Est. \$13,000	Green Space – storm sewer through site
230 Watson Street	City	Yes	.292 Acres 10,000 SF	\$1,331,500	CBRF Residential Property – vacant for 10+ years (referred to as American House)
300 Watson Street	City	Yes	.2 Acres 12,000 SF	\$431,200	Bar & Apartments – (referred to as Mapes Hotel)
308 Watson Street	Main Street	Yes	.067 Acres 3,080 SF	\$78,500	Mixed Use Commercial/Residential – smoke damage from fire
310 Watson Street	City	-	.067 Acres N/A	\$8,800	Green Space – structure burned in 2013
312 Watson Street	City	-	.045 Acres N/A	\$7,300	Green Space
120 W Blossom	City	No	.179 Acres 3,415 SF	\$162,000	Residential
121 W Blossom	City	No	.121 Acres 2,096 SF	\$62,400	Residential
122 W Blossom	City	No	.142 Acres ~1,100 SF	\$119,000	Residential
123 W Blossom	City	No	.119 Acres 1,092 SF	\$76,000	Residential
221-226 Ransom St.	City	-	.92 Acres N/A	N/A Est. \$121,000	Parking
W Blossom St Alignment	City	-	.3 Acres N/A	N/A Est. \$39,400	50' right of way for street & sidewalk with underground telecommunications

### **Development Limitations**

Limitations to development based on existing site conditions or municipal ordinances/regulations include the following:

- Presence of telecommunications infrastructure within W Blossom Street (cost of relocation estimated \$400,000-\$700,000)
- Presence of electrical and telephone infrastructure along alley alignment paralleling Ransom and Watson Streets
- The site presents significant slope (estimated 1:4 to 1:6 rise) from east to west
- Need to retain ingress/egress to rear of properties fronting 200 block of Watson/100 block of W Fond du Lac Street via alley structure.
- Properties with historic designation would require approvals for demolition
- Historic design standards in place for entirety of development.
- Potential soil/geologic concerns depending on structure size/type
- Water service to 230 Watson includes a ¾" copper service from Watson and a 6" ductile iron service line from Blossom Street, both from 1979. 300 Watson is served by a 2" copper service from Watson, installed in 1979. Sewer is not confirmed, but either 4" or 6" on Watson.

### **Relevant Report Findings**

- Phase I (August 2017) and Phase II (September 2017) environmental report including soil borings completed for 300 Watson and identified no required remediation. Presence of a storm sewer which runs east-west through the lot at 222 Watson.
- 2018 building inspector report (based on walk through and drone footage) found the following:
  - 230 Watson: Building features functional elevator and updated electrical, although some circuits have been cut. Significant water damage/mold/mildew exists in SW corner of building from leaking roof which needs to be replaced. Plumbing system appears intact. Most damage aside from roof is cosmetic and limited to fixtures and finishes.
  - 300 Watson: Roof is in good shape with no apparent leaks, windows and exterior masonry require some repair. Plumbing leaks on second floor have caused significant water damage to first floor interior walls and floor. Exterior structure appears sound, although foundation includes floor joists in direct contact with soil, which would need to be replaced with concrete flooring if the floor plan is changed. Some sagging of second and third floors, estimated 1-2" of lifting required to bring floors to level, which may also require thicker foundation footings. Full replacement of plumbing and boiler system likely required. Electrical service is adequate.
- 2018 historic preservation architect assessment identified the following based on walk-through of current structures and review of original district nomination paperwork:
  - Note that the period of significance for the district is 1850-1939, which means that elements of the property that were in place prior to 1939 would need to be retained in any project utilizing historic tax credits. Where possible, specific items to be included or in question are indicated under each property note below. No vertical additions visible from the street would be allowed – any expansion of square footage would need to occur on rear/sides of structure.
  - 230 Watson: Little to nothing of historic significance remains on the interior of the structure. On the exterior, a majority of original features are present and intact. One exception is the tall windows on the Blossom

Street frontage, which were added later and could be removed (and/or replaced with original mezzanine style windows) if desired as part of the project.

- Items in question with regard to historic significance: ground floor brick veneer.
- 300 Watson: Exterior gunnite stone was installed during period of significance and must remain. The fourth floor mansard roof could not be restored/reinstalled. The rear addition to the structure was not in place prior to 1939 and could be removed. The balconies and French doors were in place, but if rebuilt/replaced would need to be designed to more closely resemble the originals, including usage of appropriate materials. On the interior, the staircase and tin ceiling are historically significant and would need to be retained.



*\*Existing structures located on Watson -- available for restoration or redevelopment. Additional properties are also available west of Watson Street.*

### Financial Resources

Properties located within the development site may be eligible for various financial programs, depending on future use. Site is located within Census Tract 416, City of Ripon, Fond du Lac County. Eligibility for some commonly used funding sources is outlined below.

<b>Funding Source</b>	<b>Eligibility</b>
<b>Historic Tax Credits</b>	All existing structures fronting on Watson Street are included as contributing properties in the local historic district.
<b>Community Development Investment Grant</b>	A mixed-use property would be eligible for the CDI grant through WEDC.
<b>Tax Increment Finance</b>	TID 15 was created one year ago to facilitate development on the site.
<b>Ripon Façade Grant Program</b>	Matching grant for exterior improvements to structures in the historic district.

### Proposal Requirements

All proposals are to contain the information listed below and tabbed in the order shown.

#### Cover Letter

The cover letter, signed by an authorized representative of the proposing firm, must contain a commitment to construct what is proposed in the submission. Each proposal must indicate a return mailing address, contact person with his/her telephone and fax numbers and e-mail address. The cover letter may also contain pertinent facts or details of the proposal which the proposer desires to emphasize.

#### Development Team Members, Organization, and Qualifications

Provide an organizational chart identifying all team members and their reporting relationships and identify the contractual structure of the proposer (i.e. joint venture, partnership, etc.), percentage of ownership and responsibilities.

Provide qualifications and specialized experience of the firm(s) and key development staff to be involved in the purchase and redevelopment of the property:

- Describe current and previous experience on similar projects (completed within the last five years), including relevant experience in design and implementation of developments similar to the development proposed.
- Provide references including client name, address and telephone number.
- Include current resumes of each team member and current resumes for key individuals with project responsibility.



### Proposed Use and Concept Design

The proposal must include the following:

- Describe the project. Provide a scope of work identifying the parcel(s) included in the proposal, structures to be rehabilitated, square feet of infill development and description of amenities to be included.
- Discuss the occupancy of the completed project. Include a list of project features and amenities, and describe the target market for the proposed concept.
- Anticipated unit sale prices and/or rents on a per unit basis. For leased spaced, a summary of the projected rents and rental terms must also be included.
- Parking locations and counts.
- Infrastructure, streetscape or other public improvements that may be required to facilitate the proposed project.
- A proposed site plan at a scale of 1" = 100 feet and a density summary.
- Elevations of proposed structures with a detailed description of the palette of building materials and landscape materials with photographs and representative examples.

### Budget and Financing

- Estimate of total development costs broken out by hard and soft costs and financing, including any municipal assistance anticipated.
- Five year operating pro forma.
- Proposed purchase sale price and anticipated assessed value of development.
- Submit evidence of the capability to secure equity capital and construction financing for the project.

### Development Schedule

- Present a complete development schedule for the project including approvals, construction, marketing and absorption of the buildings proposed. Include detail on phasing, if applicable.

### Confidentiality

With respect to confidentiality, prospective developers may designate proprietary information contained in proposals as confidential subject to the Wisconsin Public Records Law. Clearly mark such information as "CONFIDENTIAL."

### Additional Comments

All proposers are advised that any cost incurred in the preparation, submittal or negotiation of the proposal is borne exclusively by the proposer. All proposals will become the property of the City of Ripon and will not be returned to the proposers.

Maps of the redevelopment parcels can be provided to the proposers upon request. Proposers are hereby notified that all locations and dimensions are approximate, and maps may contain errors.

Selected developers will be responsible for securing building and other required permits from the City of Ripon consistent with the codes, ordinances and regulations of the City.

The City of Ripon reserves the right to negotiate all terms and conditions with all parties, to waive any formalities, to negotiate final costs, to accept the proposal determined to be the most advantageous to the City, to reject any or all proposals, to remove the property from the market at any time without advance notice and to continue to market the property to others until the sale of subject parcels is finalized.

All qualified applicants will receive consideration without regard to race, sex, handicap, religion, creed, political affiliation, color or national origin.

Proposals must be submitted to the Ripon City Administrator, 100 Jackson Street, Ripon WI, 54971. Proposals are to be submitted in a sealed envelope marked "Downtown Ripon Development Project". Proposals submitted by facsimile transmission will not be accepted.

### **Evaluation Criteria**

In evaluating the submitted proposals, the City will consider the following, which are not listed in order of importance:

1. Quality of the development concept and suitability for Ripon market.
2. Professional and technical competence as evidenced by:
  - Professional qualifications and specialized experience of the development team.
  - Current and past performance of the development team on similar projects.
3. Financial qualifications of developer, including a 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 (tax base generated) and purchase price offered.  
Non-profits to provide payment in lieu of taxes.

### **Selection Process**

1. The City will review and evaluate all developer submissions in accordance with the evaluation criteria.
2. Based on the evaluation of developer submissions, a "short-list" of developers will be invited for an oral presentation to the City.
3. Interviews will then take place to define the financial terms and scope of development plan. The "short-list" developers may be asked to prepare more detailed information. This may include, but not be limited to:
  - A refined development program for the project.
  - A revised site plan.
  - Additional renderings and/or elevations of the proposed parcels.
4. Selected developer(s) will be asked to make an oral presentation to the City of Ripon redevelopment planning body, who will make a recommendation to the Plan Commission and Common Council.

5. Site plan(s) will be submitted to the Plan Commission.
6. The report of the redevelopment planning body, and authorization for City officials to enter into appropriate developer agreement(s), will be forwarded to the Common Council, together with the Plan Commission's recommendation(s) on the site plan.

### **Developer Agreement**

When the City has selected a developer and any additional requirements imposed by the City have been met, the City and the developer will enter into a binding developer's agreement that will include more specific terms and conditions regarding project completion.

### **City Contact**

A walk through date for interested parties will be held October 25, 2018 from 4-6 p.m. Staff will be on hand to respond to questions during this time, and copies of relevant reports will also be available for review. Proposals are due on November 9, 2018 by close of business. Proposals should include one (1) printed copy as well as a digital version of proposal documents.

For additional information regarding the property or submission of proposals contact the Ripon City Administrator at (920) 748-4914 between 7:30 am and 4:00 pm, or Craig Tebon, Ripon Downtown Manager, at (920) 748-7466 between 8:00 am and 5:00 pm.

Lori Rich, City Administrator  
E-mail: [lrich@cityofripon.com](mailto:lrich@cityofripon.com)  
Website: [www.cityofripon.com](http://www.cityofripon.com)

Craig Tebon, Downtown Manager  
E-mail: [craig@riponmainst.com](mailto:craig@riponmainst.com)  
Website: [www.downtownripon.com](http://www.downtownripon.com)



**Strauss Brothers Building**  
230 Watson Street

JOE LAWNICZAK



**Mapes House**  
300 Watson Street

JOE LAWNICZAK



*\*Possible restoration concepts provided by Ripon Main Street, Inc.  
([www.downtownripon.com](http://www.downtownripon.com))*