

## REDEVELOPMENT OPPORTUNITY

The City of Oshkosh Redevelopment Authority (RDA) is seeking proposals for a mixed-use project to be located on a prime site in the Sawdust District of Oshkosh. The 2.47-acre site is part of the City's Sawdust District Redevelopment Area.

Strategically located in the Sawdust District along south shore of the Fox River, this area offers significant new redevelopment opportunities.

Questions should be directed to the Department of Community Development office located at 215 Church Avenue, Oshkosh, Wisconsin 54901. Email [aflanigan@ci.oshkosh.wi.us](mailto:aflanigan@ci.oshkosh.wi.us) or call 920-236-5055 between 8:00 am and 4:30 pm, Monday through Friday.

**Proposals are to be submitted by Tuesday, October 2, 2018 and must be submitted in accordance with the enclosed Request for Proposals.**

**We invite you to pursue this exceptional redevelopment opportunity available in this premier redevelopment area.**

Redevelopment Authority of the City of Oshkosh  
c/o Department of Community Development  
215 Church Avenue, PO Box 1130  
Oshkosh, Wisconsin 54901

PH: 920.236.5055



# Request for Proposals

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Parcel ID: 90301390000

43 E. 7<sup>th</sup> Ave.

Oshkosh WI, 54901

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City of Oshkosh

Redevelopment Authority

Released: 04/25/2018



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# 1. Introduction

**Project Summary:** The Redevelopment Authority of the City of Oshkosh (RDA) seeks proposals from qualified developers regarding a commercial project in the Sawdust District of Oshkosh. The project should complement the surrounding urban environment as well as incorporate and utilize the entire site.

**Project Goals:** The City of Oshkosh encourages submissions to be a creative and aesthetically pleasing commercial, office, or mixed-use project. Examples of desired project proposals include the following projects along the waterfront in the Fox Valley area:



Eagle Flats - Appleton



One Menasha Center - Menasha



Plexus - Neenah

## 2. Background

The City of Oshkosh, (population 66,713) is an award-winning community in the Fox River Valley, about 90 miles north of Milwaukee and 50 miles south of Green Bay. As a result of an excellent school system, outstanding healthcare facilities, abundant entertainment opportunities, a low cost of living, clean environment, and much more, Oshkosh is a progressive community that offers small-town friendliness with big city features and a high quality of life for people of all ages and interests. Oshkosh is served by U.S. Interstate 41 and sits in a prime location on the shore of Lake Winnebago and the Fox River which complements the numerous parks, galleries, nationally accredited museums, golf courses, entertainment venues, and festivals with a beautiful lakeside atmosphere.

The City of Oshkosh, plays host to hundreds of local, regional, national and international events each year. This has given Oshkosh the title of “Wisconsin’s Event City”. There are numerous attractions in Oshkosh, such as the Experimental Aircraft Association AirVenture Museum, the historic Grand Opera House, the Paine Art Center and Gardens, amongst many more.

Oshkosh houses the third largest public university in the state: the University of Wisconsin Oshkosh, which is nationally recognized for its nursing, business, psychology, and social work programs, which attracts over 13,000 students annually adding a rich and youthful community to the City.

Oshkosh is home to four Fox Valley Technical College campuses: Riverside Campus, S.J. Spanbauer Center, FABTECH Education Center, and Advanced Manufacturing Technology Center. These four campuses provide the City of Oshkosh and surrounding areas many diverse associate degree options. Fox Valley Technical College is an important resource for area employers for job training and/or skilled workers.

### ***Demographics:***

- Ethnic background is predominately White/Caucasian (91.4) with small populations of Asian/Pacific Islanders (3.0%), Black/African American (3.6%) and Hispanic/Latino (2.9%).
- 90% of the public over the age of 25 has a high school diploma or higher and 24.5% holds a bachelor’s degree or higher additional education.
- Median household income as of 2016 was \$43,960.
- As of 2016 there were 28,458 households in Oshkosh with an average of 2.24 persons per household, a female population of 48.5%, and an elderly population (65 and over) of 13.3%.

*Source: U.S. Bureau of the Census, 2016 City Quick Facts*

**Oshkosh Market and Workforce Summary:** The City of Oshkosh has a diverse economy with a Fortune 500 Company, among a wide range of many other businesses. Among the largest employers in Oshkosh are: *Oshkosh Corporation* (manufacturing and specialized vehicles), *Bemis* (packaging and plastics), the *University of Wisconsin Oshkosh* (third largest UW college in the state), and *Aurora Medical Center and Aurora Medical Group* (award winning healthcare service).

**Oshkosh's Center City:** The center city of Oshkosh has a workforce totaling 5,512 people and a residential population of 2,784 people. Oshkosh's center city has had many recent successes, including redevelopment of the Beach Building, Washington Building, and Dealer Socket. This defined project area is located within the South Shore Redevelopment Area Plan that was adopted in 2003. This plan was created in order to commence redevelopment activities in a phased or planned fashion in the area/district. A master plan is being developed for the Sawdust District and implementation will start in 2018. With the implementation of these plans there has been many successes in the area, such as: Menominee Nation's Arena (Home of the Wisconsin Herd), Fifth Ward Brewing, Blue Door Consulting, and Granary Brew Pub.

**Fox River Corridor Riverwalk Plan:** The Fox River Corridor Riverwalk Plan, created in 2005 is a comprehensive Riverwalk plan and design guidelines for the momentum of riverfront revitalization.

City of Oshkosh website → Departments → Community Development → Planning Services Division → Plans → Riverwalk Design Plans

[http://www.ci.oshkosh.wi.us/Community\\_Development/Planning\\_Services/assets/pdf/riverwalk/South\\_Shore\\_East.pdf](http://www.ci.oshkosh.wi.us/Community_Development/Planning_Services/assets/pdf/riverwalk/South_Shore_East.pdf)

**Imagine Oshkosh:** Imagine Oshkosh, created November of 2017 provides a policy guide and action framework to elevate Center City and it provides recommendations, strategies, and policies to maintain and improve this critical area of the Oshkosh Community.

City of Oshkosh website → Departments → Community Development → Planning Services Division → Plans

[http://www.ci.oshkosh.wi.us/Community\\_Development/Planning\\_Services/assets/pdf/ImagineOshkoshMasterPlan.pdf](http://www.ci.oshkosh.wi.us/Community_Development/Planning_Services/assets/pdf/ImagineOshkoshMasterPlan.pdf)

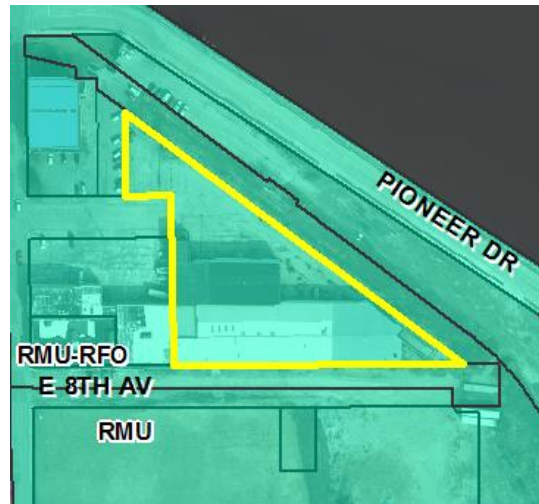
### **3. Property Details**

**Property Description:** Located east of S. Main Street, west and south of Pioneer Drive, and north of E. 8<sup>th</sup> Avenue. The site consists of approximately 2.47 acres, stretching from E. 8<sup>th</sup> Avenue to Pioneer Drive. See **Appendix A** for a detailed outline of the property and location. All property listed on the map in **Appendix B** as "RDA Owned" are available for purchase and inclusion into the proposed project. There is currently a tenant occupying the RDA-owned property. The RDA-owned property is valued at \$780,000. The land not included in the property is valued at up to \$5 sq. ft. **Staff will coordinate a single showing of building in the Spring of 2018.**

**Area Conditions:** The property, within the South Shore Redevelopment Area, consists primarily of commercial and industrial buildings. It is located in relatively close proximity to the City's main water features, the Fox River and Lake Winnebago.

The areas immediately to the south, and west are primarily commercial and industrial. The area to the west, is an up-and-coming hub of small businesses running a short length of S. Main Street which provides an easy walk to area restaurants, retail establishments, entertainment venues and service businesses.

The City of Oshkosh conducted a Phase 1 Environmental Site Assessment (ESA) with the contracted help of AECOM in 2017. To receive a digital copy of the Phase 1 Environmental Site Assessment, contact the Economic Development office.



**Riverfront Mixed Use-Riverfront Overlay (RMU-RFO) Zoning District:** This district is intended to protect aesthetics and water quality while accommodating the wide variety of both indoor and outdoor land uses that benefit from locating adjacent to the Fox River. The purpose of the overlay district is to improve the quality of development along the riverfront by applying enhanced building design standards and land use regulations in the area defined by the mapped boundaries of the Riverfront Overlay District. The RMU zoning district permits low density residential uses, and light commercial or mixed-use developments.

**Zoning:** The following web passage should provide easy access to any applicable information that might pertain to such a project. Additional information and a full digital copy of the complete City of Oshkosh municipal codes can be found at the City website:

City of Oshkosh website → Community Development → Planning Services → Zoning Ordinances  
[http://www.ci.oshkosh.wi.us/Community\\_Development/Planning\\_Services/zoning\\_ordinance.asp](http://www.ci.oshkosh.wi.us/Community_Development/Planning_Services/zoning_ordinance.asp)

## 4. Proposal Requirements

### ***General Physical Development Requirements:***

- All new construction must be brick or a comparable masonry. If compatible with the surrounding area the use of alternative materials may be used including vinyl siding.
- Porches, decks and balconies shall have no exposed wood (stained or painted wood is acceptable). Joists and other structural elements shall not be visible.
- Mechanical and utility penetrations, utility facilities, drainage pipes, fixtures (other than lighting) and the like shall not be located on building facades visible from the right of way or any building entry area, and where present, must be fully screened.
- All elevations of a given structure shall have the same finishing materials and design quality.
- All parking areas must be on the proposed buildings rear facades (west of buildings) abutting commercial properties located on Main Street.
- Exterior lighting must be compatible with the style and scale of the structure(s).
- Site amenities shall include secure bicycle parking area for temporary use by guests and residents, which should be located to the side or rear facades.
- Window air conditioning units will not be permitted on the street facing façade or on a façade visible from the right-of-way.

***Proposal Content and Organization:*** To achieve a uniform review process and a degree of comparability, the proposals should be organized in the following order and contain all of the following elements:

1. **Title Page:** Show the proposal title, name of firm, address, telephone number(s), name of a contact person, date, and other relevant company information.
2. **Developer Credentials:** Provide a narrative describing the developer's background, history, and construction experience, including comparable projects successfully completed by the developer. **Provide names and contact information for three customer references.**
3. **Team Members:** State the names and titles of key members of your development team, including proposed subcontractors (*if possible, provide resumes for the identified members*).
4. **Developer Legal Structure:** Provide evidence of corporate status including, where applicable, Articles of Incorporation or a partnership certificate or agreement. In addition, identify by name and title entities holding an ownership interests of 20% or more.
5. **Project Description:** Provide a one-page or two-page narrative describing what is proposed for construction, demolition cost, environmental cost, and acquisition of the land. Include an explanation of the exterior design concept and the expected timetable for construction.
6. **Concept Plan:** Submit a conceptual site plan showing initial ideas for building placement, parking layout, access drives, storm water features, and landscaping. Preliminary building elevations should be included.
7. **Financing Plan:** Provide a description of anticipated general financing for the project. Include the following details:
  - a. Required investment and expected level of RDA participation in the project (if any).
  - b. State of developer's financial ability and resources at the developer's disposal.
  - c. Business concept including target market for the planned project and how the completed project would be marketed.
  - d. Offer price for the property.



8. **Approaches to Addressing City Goals and Vision (optional):** this is an optional section for the developer to highlight any specific unique qualities that may be appealing to the goals, vision, or personality of the City of Oshkosh.

**Submittal Requirements:** Proposals must be received by the Redevelopment Authority of the City of Oshkosh by **Tuesday October 2, 2018 at 2:00 pm**. It is recommended that all proposals be submitted via certified mail or other commercial courier services in order that the applicant will have a written record of the delivery. The following requirements must be completed in full:

Address:

Redevelopment Authority of the City of Oshkosh  
 Department of Community Development  
 215 Church Avenue  
 Oshkosh, WI 54901

- One (1) bound original (hardcopy) of the completed proposal
- One (1) digital copy of the completed proposal (CD, USB, or DVD).

## 5. Selection Process and Criteria

**Selection Criteria:** Selection will be based on a variety of factors; overall vision of the property, financial capacity and project track record. The choice of developer will depend on the following:

Factor	Weight
Project, design, façade, quality	40%
Financial evidence and proven ability to obtain financing for similar projects	20%
Timeframe and schedule estimates	15%
Total investment contemplated (tax base generated)	15%
Professional experience and past project references	10%

**Selection Process:** City staff will review and evaluate all developer submissions in accordance with this Request for Proposals and a meeting or meetings will be scheduled by staff to review and discuss the submittal and the proposed project.

Submissions that meet the requirements in the RFP will be scheduled for review and an oral presentation to the RDA. The RDA will determine whether they wish to accept, reject, or seek additional information on the submittal.

After a proposal is selected by the RDA, a Term Sheet reflecting the basic provisions of a Developer Agreement will be prepared by staff, for review and approval by the developer. The Term Sheet will then be presented to the RDA for approval, together with a Project Report on the proposal.

Once the RDA approves of the proposed development and Term Sheet, the following general development guidelines will occur:

- The project proposal, term sheet and project report are forwarded to the Common Council for approval.
- Developer submits to the RDA either an Offer to Purchase or Option to Purchase, along with a \$1,000 earnest money. If the Developer proceeds with acquisition, the earnest money will be deducted from the purchase price at closing. If the Developer does not proceed with acquiring the property, the earnest money is forfeited.
  - Developer submits evidence of the capability to secure equity capital and construction financing for the project.
  - RDA issues 6 month notice to tenant to vacate.
- City staff prepares a Development Agreement for Developer's review based on the approved project proposal.
- Developer schedules preliminary General Development Plan submittal meeting with City staff.
  - Developer submits General Development Plan application incorporating City staff's comments for review by RDA, Plan Commission and Common Council.
  - If needed, submit Rezoning Application to permit proposed development.
- Developer submits Final Site Specific Development Plan application meeting conditions of approval of the general development plan.
- RDA, Plan Commission and Common Council approve Final Site Specific Development Plan.
  - RDA and Common Council approve Development Agreement.
- Developer exercises Option to Purchase.
- Closing date is scheduled. Land transfer is completed.
- Development commences.

## 6. Questions and Contact Information:

Kelly Nieforth  
Economic Development Manager  
(920)236-5045  
[knieforth@ci.oshkosh.wi.us](mailto:knieforth@ci.oshkosh.wi.us)

Darlene Brandt  
Grants Coordinator  
(920)236-5029  
[dbrandt@ci.oshkosh.wi.us](mailto:dbrandt@ci.oshkosh.wi.us)

## Appendix A



# 43 E. 7th Ave.

City of Oshkosh maps and data are intended to be used for general identification purposes only, and the City of Oshkosh assumes no liability for the accuracy of the information. Those using the information are responsible for verifying accuracy. For full disclaimer please go to [www.ci.oshkosh.wi.us/GISdisclaimer](http://www.ci.oshkosh.wi.us/GISdisclaimer)

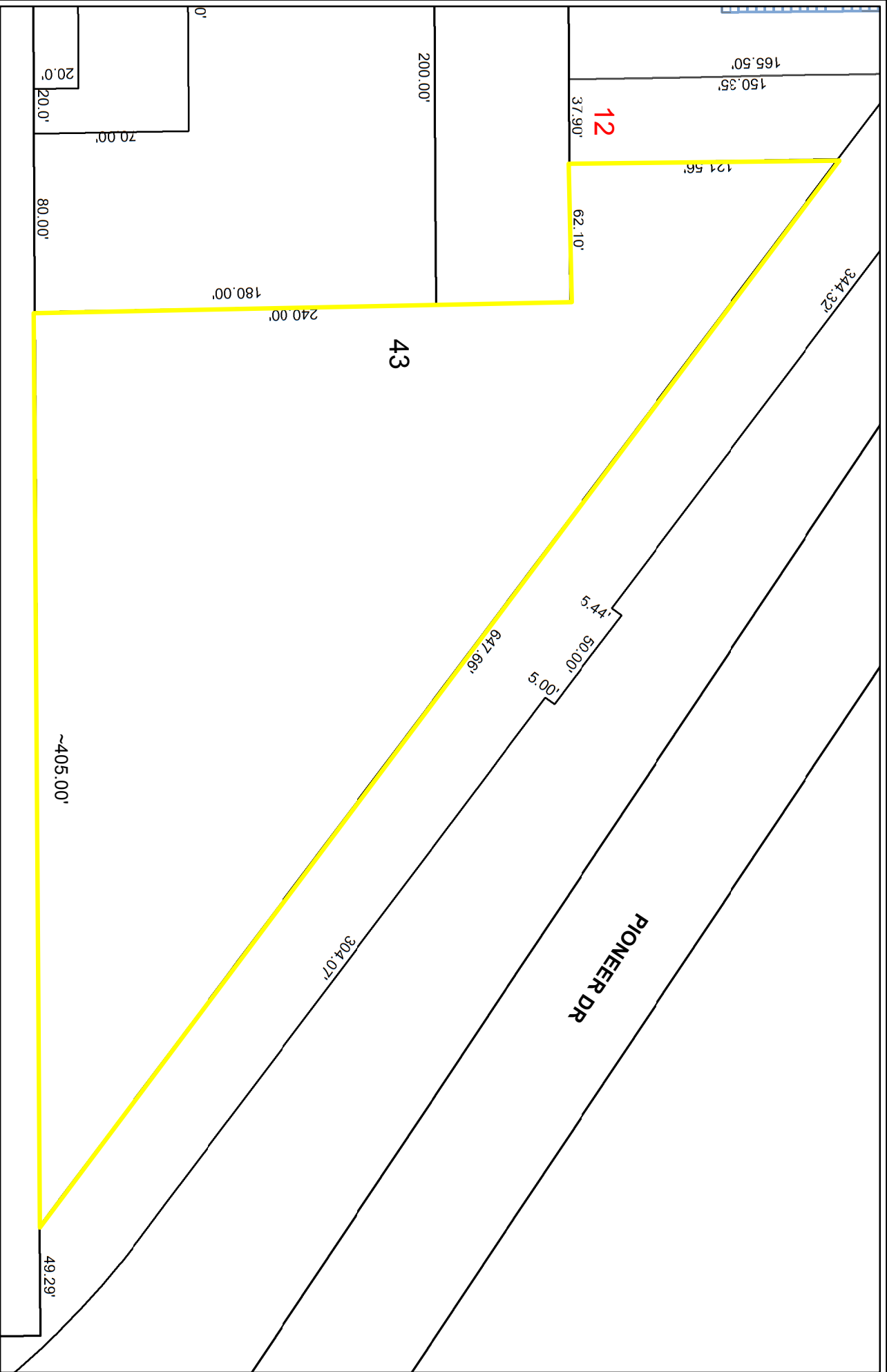


1 in = 0.12 mi  
1 in = 625 ft

Printing Date: 3/26/2018

Prepared by: City of Oshkosh, WI





# Property Dimensions

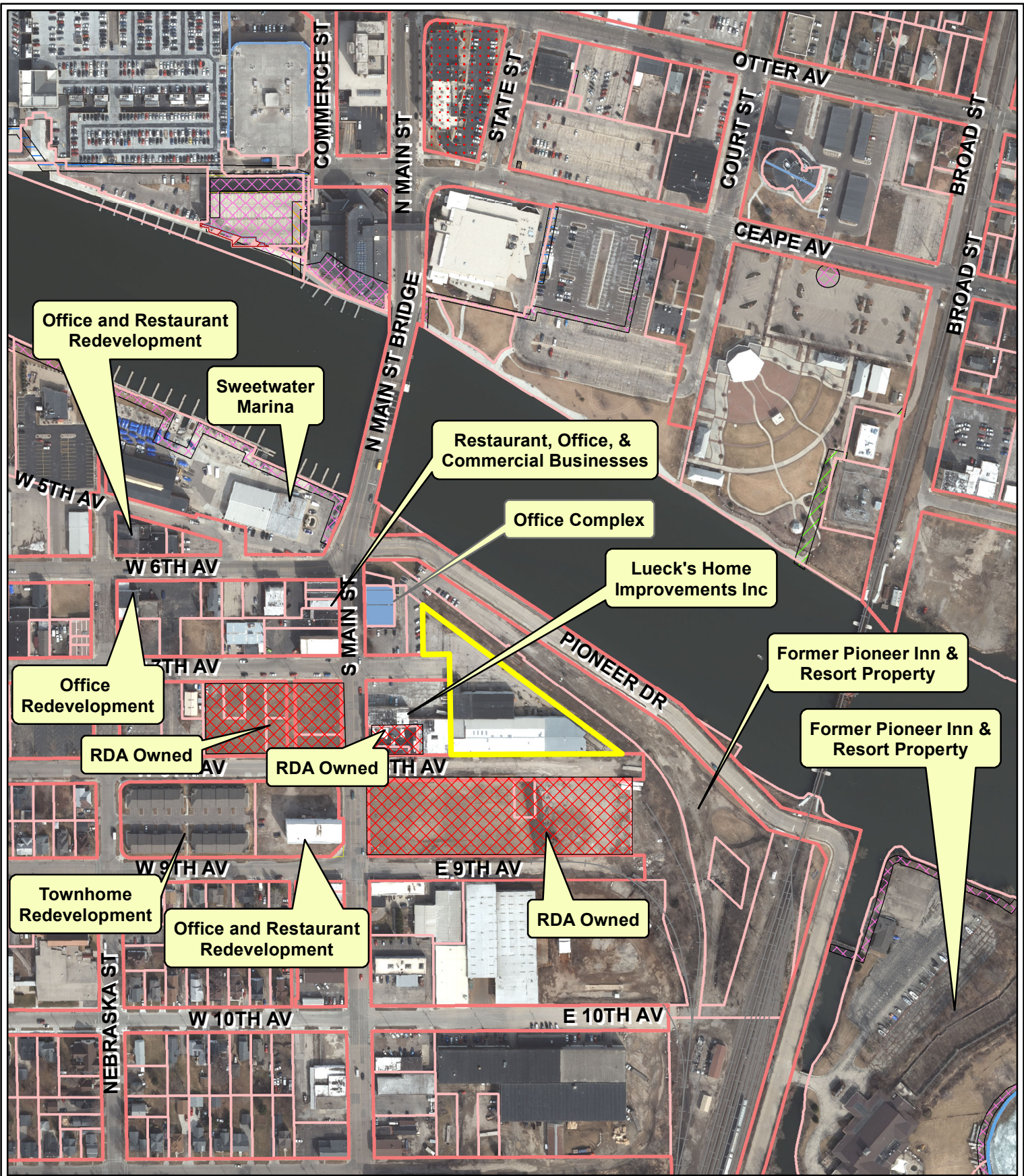
The City of Oshkosh creates and maintains GIS maps and data for its own use. They may show the approximate relative location of property, boundaries and other feature from a variety of sources. These map(s)/datasets are provided for information purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes. They are provided "AS-IS" without warranties of any kind and the City of Oshkosh assumes no liability for use or misuse. Any flood information shown on this map DOES NOT represent the official adopted FEMA boundaries. It is the responsibility of the user to determine flood boundaries from the existing Flood Insurance Rate Maps.

 N  
 1 in = 0.01 mi  
 1 in = 60 ft

Printing Date: 3/26/2018  
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## Appendix B



## Adjacent Property Owners

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N  
 1 in = 0.06 mi  
 1 in = 310 ft

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 Prepared by: City of Oshkosh, WI

