



Request for Qualifications

Master Developer

Riverside Redevelopment Project Riverside North Development

REDEVELOPMENT AUTHORITY
OF THE CITY OF LA CROSSE
400 LA CROSSE STREET
LA CROSSE, WISCONSIN, 54601

All RFQ submittals must be received **no later than November 30, 2016.**

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Section 1 – Request for Qualifications (RFQ) Overview

1.1 Purpose of the Request for Qualifications

The Redevelopment Authority of the City of La Crosse is opening a competitive process to secure a master developer for the Riverside North Project area. The Redevelopment Authority seeks to partner with a master developer to redevelop approximately 65 acres just north of La Crosse's Historic Downtown. The Redevelopment Authority will select, through this RFQ process and an interview, finalists for further consideration under a subsequent Request for Proposal (RFP) process, which will be aimed toward awarding a development agreement for the eventual redevelopment of the Riverside North site.

1.2 Site Description – Riverside North Project Area

The City of La Crosse Redevelopment Authority adopted and recorded a Redevelopment Project Plan in 1995 known as the Riverside Redevelopment Project. The Redevelopment Project Plan was amended in 1998. The project plans were created pursuant to Section 66.1333, Wisconsin Statutes. The Redevelopment Authority has spent over 15 years in acquiring property in the area north of the La Crosse River and west of Copeland Avenue. The Redevelopment Authority recently acquired another 11 acres and the City and Redevelopment Authority now own over 65 acres. The three main acquisitions to date include the former Western Wisconsin Ready Mix site, 8.3 acres, the Exxon Mobil Oil site, 25 acres, and the Patros site, 11 acres. In addition, the City owns a large wetland complex (approximately 15 acres) as well as a former railroad right-of-way.

During the community charrette planning process the "Mobil Oil Site" was renamed the Riverside North Project. The site consists of approximately 67 acres and several adjacent parcels are under consideration for purchase by the Redevelopment Authority along Copeland Avenue including a key parcel needed for signalized transportation access as well as a commercial building currently housing one tenant.

The Riverside North site is bordered by:

North - Causeway Boulevard	South - La Crosse River
East - Copeland Avenue (WIS 35) 34,000 cars per day	West - Black and Mississippi Rivers

1.3 Market Analysis, Planning Documents, & Other Site Information

The Redevelopment Authority has had interest expressed in this property over the years however the Redevelopment Authority has resisted uncoordinated development of this area until a master reuse plan was developed. As part of the charrette planning process, the Redevelopment Authority's consultant team included Maxfield Research Group out of Minneapolis and the market does show a demand for 300-500 residential units in various configurations and rental/price points as well as some waterfront commercial and civic space and commercial along Copeland Avenue as depicted on the charrette master plan.

1.4 Charrette Master Plan Steering Committee

The Redevelopment Authority formed a Steering Committee consisting of the Redevelopment Authority members and eight additional members (total of 15) from various city committees and commissions to assist with the charrette master planning process. The outcome of the work of the Steering Committee, nine different stakeholder groups and an open community process wherein over 500 people participated in the seven day charrette and three community forums leading up to the charrette resulted in a plan that has strong community consensus.

Section 2 - RFQ Submittal Instructions

2.1 Schedule

The following is a list of dates for certain activities related to the RFQ and RFP process:

Release of RFQ.....November 17, 2016

Deadline for Proposers to submit RFQ response.....November 30, 2016

RFQ Proposer Interviews.....December TBD

2.2 Request for Qualifications Location

This RFQ is posted on the City of La Crosse economic development web site. The address is:

<http://www.cityoflacrosse.org/economicdevelopment>

2.3 Contacts Regarding Questions

Only the Contacts listed below may be contacted to discuss this RFQ.

Jason Gilman, Executive Director (608) 789-7362
gilmanj@cityoflacrosse.org

Andrea Schnick, Economic Development Planner (608) 789-8321
schnicka@cityoflacrosse.org

2.4 Submission of Qualifications, (RFQ)

Responses shall be submitted in complete original form. No faxed or emailed RFQ will be accepted. The RFQ shall be sealed and marked "**Master Developer - Riverside North Redevelopment RFQ**". Proposers shall submit ten (10) copies of their RFQ in a paper form and one (1) electronic format via e-mail. **RFQ must be delivered no later than 5:00 p.m., November 30, 2016 to:**

**Jason Gilman, AICP
Executive Director, City of La Crosse Redevelopment Authority
400 La Crosse Street
La Crosse, Wisconsin 54601**

RFQs received after the above date and time will be returned unopened.

2.5 Ownership of RFQs

RFQs submitted on time become the property of the Redevelopment Authority upon submission, and the RFQ will not be returned to the Proposers. By submitting, the Proposer agrees that the Redevelopment Authority may copy the RFQ for purposes of facilitating the Redevelopment Authority's evaluation.

2.6 Other Information

Proposers may submit any other information that is not described in this RFQ that would be beneficial to the Redevelopment Authority. If in the Proposer's opinion, the Redevelopment Authority has overlooked anything material or relevant, such item(s) may be brought to the Redevelopment Authority's attention and be included in the RFQ.

2.7 Amendments to the Request for Qualifications

The Redevelopment Authority reserves the right to amend this RFQ, including dates, at any time. In the event it becomes necessary to amend, alter or delete any part of the RFQ, changes to the RFQ will be posted on the City of La Crosse economic development website. It is the Proposer's responsibility to be aware of amendments that are posted on the website. The address is: <http://www.cityoflacrosse.org/economicdevelopment>

2.8 Public Records Law

All RFQs are subject to the Wisconsin Public Records Law.

2.9 Public View of RFQs

To the extent permitted by law, it is the intention of the Redevelopment Authority to withhold the contents of the RFQ from public view, until such times as competitive reasons no longer require non-disclosure, in the opinion of the Redevelopment Authority. At that time, all RFQs will be made available in accordance with the Wisconsin Public Records Law. It is intended that RFQs will be withheld until after the RFP process has been completed. The RFP process will follow this RFQ process.

2.10 Incurred Costs

The Redevelopment Authority is not responsible for any costs incurred by the Proposer in the preparation of the RFQ in response to this RFQ.

Section 3 - Qualifications

3.1 Identification of the development team

- A. Identify the legal name of the Proposer and the officers who would be legally authorized to bind the development venture.
- B. Identify key entities comprising your team, describing briefly their respective backgrounds and history.
- C. Identify the key project team members (names and titles) and affiliates who would become directly responsible for the various aspects of the proposed development. Provide résumés of all key team members to be involved in the project.
- D. Identify the development manager for your team.
- E. Describe the proposed organizational structure for the project team planning to undertake the Riverside North project, their roles, reporting responsibilities and team interface with the City of La Crosse organization.
- F. Include a brief statement of the availability of key assigned personnel to the team.

3.2 Experience to successfully undertake this project

- A. Demonstrate the team's capability and experience in being a master developer and in the planning, designing and constructing mixed use waterfront and environmentally sensitive redevelopment projects similar to the proposed Riverside North redevelopment. Include information for each land use element that may be part of this project.
- B. Demonstrate the team's experience with public/private partnerships.
- C. Discuss work experience in the local market, the State of Wisconsin, and/or the Midwest.

3.3 Financial capability to complete the project

- A. Provide evidence that the proposed venture has the financial stability and capability to undertake the project.
- B. To the extent possible, the development venture should also provide the financing approach(s) it wishes to use and the role(s) it expects City of La Crosse to have.

3.4 Sustainability

- A. The City of La Crosse and La Crosse County and have implemented a Strategic Plan for Sustainability, which documents the vision, goals, and actions for the organizations to implement sustainability in long-range planning, policy efforts, and daily operations. The Redevelopment Authority, in addition, has promoted the use of LEED ND® for this project. For more information see the La Crosse Sustainable Website at: <http://www.sustainablelacrosse.com/>
- B. Proposers shall provide a description on any sustainability programs, initiatives or projects that the company is currently engaged in. Proposer may provide information regarding sustainability aspects of their qualifications and plan for this project if applicable.

3.5 Similar Work Projects

Include a list of contacts from a minimum of three (3) similar work projects that can provide evidence of the Proposer's ability to plan and complete this development as a master developer.

Section 4 - Project Guiding Principles

The Riverside North project area is one of the last remaining significant real estate parcels available for development adjacent to the Mississippi River in the Midwest. As such, the community, the Redevelopment Authority and the Mayor and Common Council are all looking for a quality development with lasting impact (3-4 generations). Riverside North is located immediately to the north of Historic Downtown La Crosse and represents a significant opportunity to add a dynamic, high quality, tax generating element to the City.

As part of the charrette process a set of guiding principles was developed and agreed upon by the Steering Committee. These guiding principles are contained in Appendix C.

Please provide a maximum one (1) page summary as to your commitment to develop this property under the approved guiding principles. Please also provide a maximum one (1) page commitment of the Proposers willingness to utilize the charrette plan and regulating plan for this project. It is expected that any master developer picked for this project is committing, through a developer's agreement, to develop the Riverside North Project in accordance with approved charrette master plan and regulating plan (zoning overlay district that includes a form-based code).

Section 5 - How to respond to this RFQ

Provide the requested information in Section 3, along with the statements requested in Section 4, all organized and clearly marked.

Section 6 - Evaluation of RFQs

Evaluation Criteria

The Redevelopment Authority will evaluate the RFQs using the criteria described below.

Category	Points
Section 3.1 Development Venture and Team	25
Section 3.2 Experience	25
Section 3.3 Financial Capability	25
Section 3.4 Sustainability	50
Section 3.5 Similar Work Projects	25
Section 4 Adherence to Project Guiding Principles	50
Initial Total	150
Interview	50
Grand Total	200

Evaluation

The RFQs will be reviewed by the Redevelopment Authority evaluation team during December, 2016 - January, 2017. The highest evaluated Proposers from both the RFQ and interview shall advance to the RFP step.

Interview

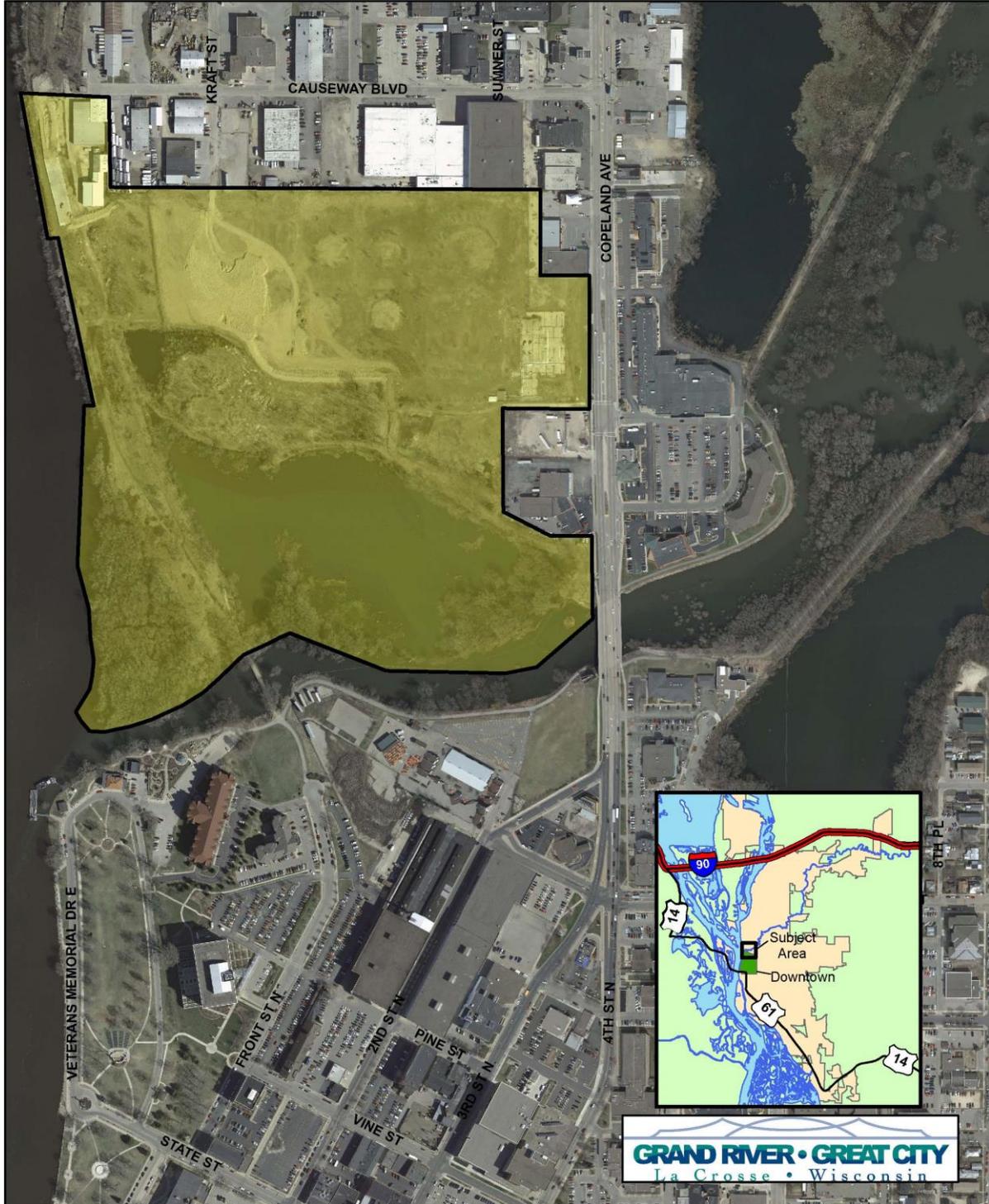
Interviews will be held in December. The time and place will be determined in the upcoming weeks. The purpose of the interview is to determine if a Proposer is to advance to the RFP stage. The Proposers advancing to the RFP stage will be notified and will be posted on City of La Crosse Economic Development Website by February 1, 2017.

RFP website: <http://www.cityoflacrosse.org/economicdevelopment>

Appendix A - Community Supported Charrette Master Plan



Area North of the La Crosse River - La Crosse, Wisconsin



GUIDING PRINCIPLES

1. Celebrate the Spirit of Place – *Employ place making principles to create an identifiable sense of place.*

- Public Art
- Culture
- Urban design
- Contextually responsible building design
- Recognizable center

2. Embrace the Confluence of Rivers – *Connect the site to the rivers and the rivers to the site.*

- Physical
- Cultural/Historic
- Social
- Environmental

3. Promote Community Well Being – *Elevate community well being, happiness and social awareness through a variety of environmentally responsible programs and spaces.*

- Passive and Active
- Natural and Urban
- Civic
- Educational/Interpretive
- Dry and Wet

4. Address the Edges—*Respect the diversity of site edge conditions.*

- Copeland Avenue Corridor
- Rivers
- Causeway Boulevard Light Industrial
- Riverside South Area

5. Provide Connections - *Place buildings and attractions along a walkable network of interconnecting streets and trails.*

- Complete and Green Streets
- Accessible green and blue trails
- Transit access

6. Find the Niche – *Achieve a mix of uses that leverage the uniqueness of Riverside North.*

- Complements Downtown and surrounding developments
- A mix of uses that supports urban riverfront living
- A mix of housing types to meet multi-generational needs
- Recognizable center and edges
- Able to meet daily needs on foot or bicycle
- Economically viable in the long and short term (sustainable ROI)



GUIDING PRINCIPLES

7. Promote Environmental Consciousness –

Utilize green development best practices.

- *Light Imprint/LEED ND/Green Globes/Sustainable SITES*
- *Healthy ecosystems*
- *Clean technology*
- *Healthy living*
- *Education/interpretation*

8. A Continuum of Community Engagement –

Establish and maintain a collaborative process between community, developers, agencies and City.

- *Before/during/after charrette*
- *Pre/Post Development structure*
- *Enabling documents*

9. Achieve International Significance— *Create an innovative development befitting its internationally significant location.*

- *Recognize confluence of Mississippi, Black and La Crosse Rivers*
- *Rivers are defining features of the site*
- *Leverage international visitation to the Mississippi River in La Crosse*

10. Embrace Resiliency – *Take the long-term view.*

- *Manage for change*
- *Flexible, multi-use public spaces*
- *Informal, unprogrammed activities*
- *Build on community's commitment to environmental stewardship*

