

EAU CLAIRE, WISCONSIN

REQUEST FOR PROPOSALS

“North Barstow Redevelopment District”

- **Parking Ramp Liner Development Site**
 - **Block 7 Development Site**

The Eau Claire Redevelopment Authority is requesting proposals for the development/redevelopment of the proposed parking ramp liner development site and the Block 7 development site.



**All proposals must be submitted before 5:00 p.m.
on Wednesday, December 10, 2014**

I. General Description of Site

The Eau Claire Redevelopment Authority (RDA) is seeking proposals for the purchase and redevelopment of property located on N. Barstow Street. The property is located in the North Barstow Redevelopment District near the Eau Claire River and Phoenix Park.

The RDA is looking for a high quality, attractive, commercial/residential development that will complement the newly developed area surrounding Phoenix Park in the North Barstow Development District.

The City of Eau Claire established a Tax Increment Financing District to underwrite the costs associated with acquiring properties, development of Phoenix Park and the redevelopment of the area. Royal Credit Union has constructed a 100,000 square foot corporate headquarters valued at \$12,000,000 in the North Barstow Redevelopment District.

Phoenix Park, located near the site, includes a Farmer's Market covered pavilion, a bike trailhead, bike and walking paths, and many other amenities. JAMF Software has just completed a 65,000 square foot office facility and 150 employees now occupy space in the four story building. In addition, 215 new units of loft apartments have recently been completed in the North Barstow Redevelopment District bringing over 300 new residents downtown.

The City Council of Eau Claire has authorized city staff to go out for bids for a new proposed parking ramp on land currently owned by RCU and on the former post office site. The proposed ramp will be at least 3 stories, 570 parking stalls, with the potential for a fourth floor if development projects demand additional parking. The demolition of the former post office will also create development sites as a liner to the new ramp. Once the ramp and liner development site are completed, the Block 7 surface parking lot becomes available for new development. This RFP is asking for proposals on both the liner site and the Block 7 site. Proposals can be submitted for one of the sites or for both. The liner site can also be split between the frontage facing Riverfront Terrace and the frontage facing North Barstow Street.

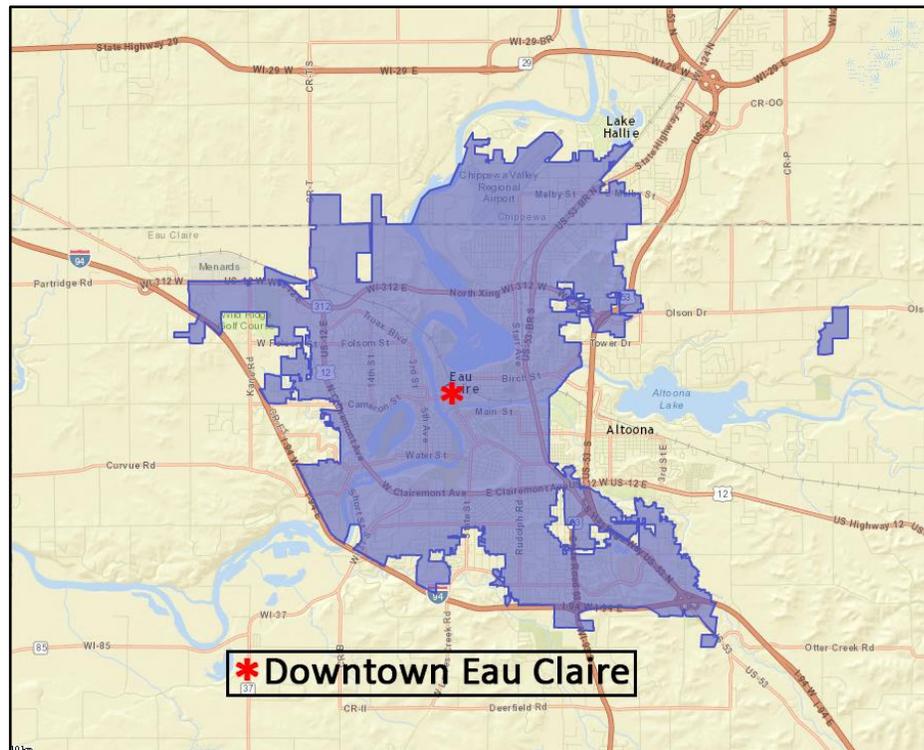


II. General Community Information

The City of Eau Claire was first settled at the confluence of the Eau Claire and Chippewa Rivers. The name Eau Claire is French for “Clear Water”. The logging industry was Eau Claire’s first main employer. This changed to manufacturing with companies like the Uniroyal Goodrich Tire plant. Now Eau Claire, population approximately 66,700, is the regional center for retail, healthcare and education. A college town, Eau Claire is the home to about 10,500 students at the University of Wisconsin – Eau Claire. The city is conveniently located on Interstate 94 and provides freeway access to Minneapolis/St. Paul, Minnesota; Madison/Milwaukee, Wisconsin; and Chicago Illinois. Additional information on the city is available at www.EauClaireDevelopment.com.

III. Project Location Advantages

- Located downtown in the North Barstow Redevelopment District at a junction of the Historic Waterfront District and the newly redeveloped North Barstow District.
- Within walking distance of cultural attractions, such as the State Theatre, the L.E. Phillips Memorial Public Library, and Phoenix Park.
- Recreational opportunities near the Eau Claire bike trail, Phoenix Park, and the confluence of Eau Claire and Chippewa Rivers.
- The site is close to City Hall, the Farmer’s Market and some of Eau Claire’s most unique restaurants like the Livery, Stella Blues, Galloway Grill, and Houligans.



A. Residential:

Downtown Eau Claire has recently become a preferred place to live thanks to many cultural events and pedestrian friendly neighborhood. Recent interest has spurred activity in remodeling second stories into loft apartments and new construction of residential and mixed-use buildings.

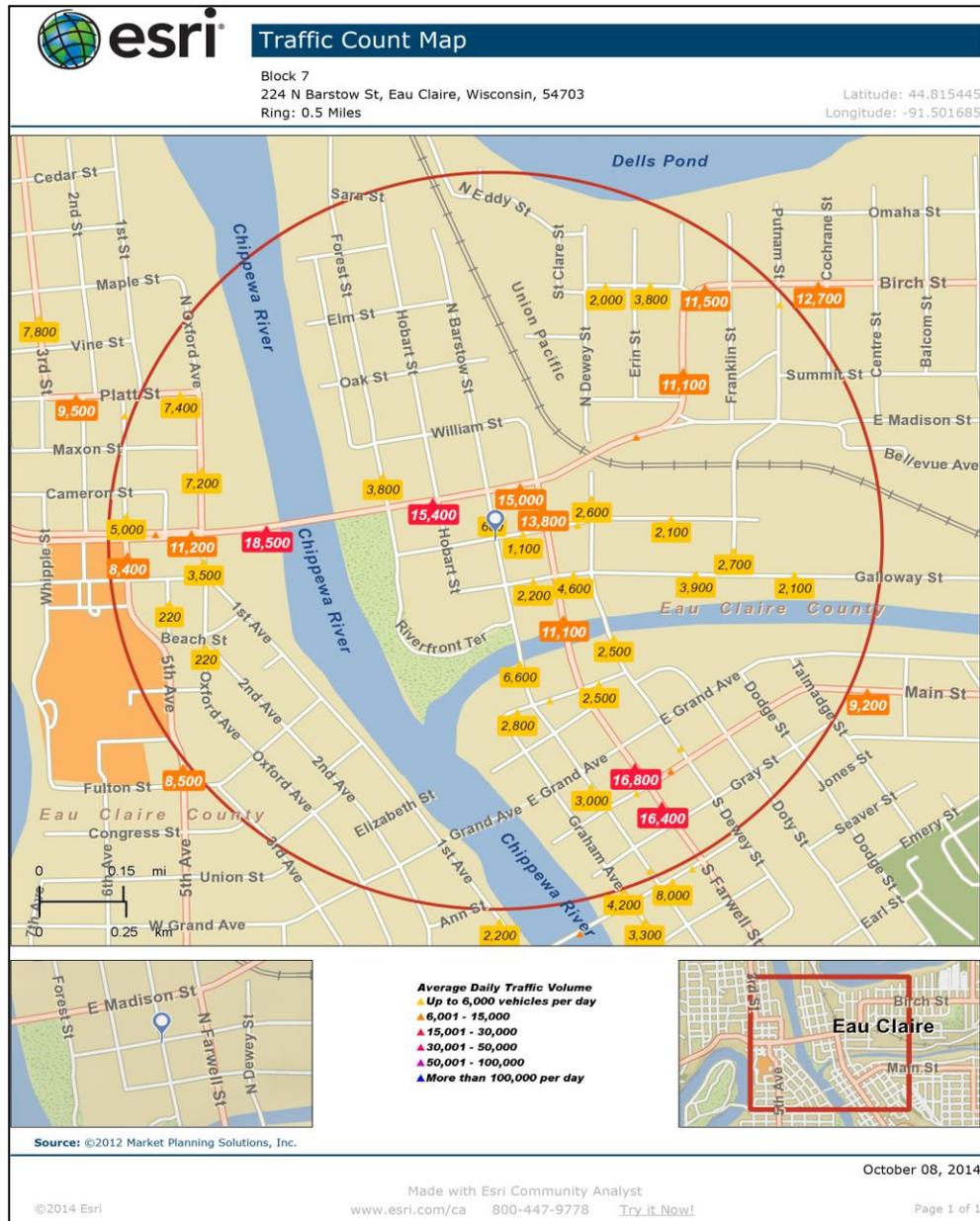
B. Special Events Traffic:

Farmer's Market	7,000 attendees/week	May – October
"Sounds like Summer" Concert	800 attendees/week	June – August
Taste of Eau Claire	8,000 attendees	June
Summer Fest	5,000 attendees	August
International Fall Festival	15,000 attendees	September
Trick or Treating Downtown	2,000 attendees	October
Christmastime in the City	300 attendees	December

C. Major Pedestrian Traffic Generators:

L.E. Phillips Memorial Public Library	39,000 people/month
Mayo Clinic Health System	26,000 patients/month
Post Office	14,000 people/month
YMCA	13,500 people/month
Eau Claire City Hall	5,500 people/month
Children's Museum	4,500 people/month
US Bank Building	3,000 people/month
State Theatre	100,000 people/year

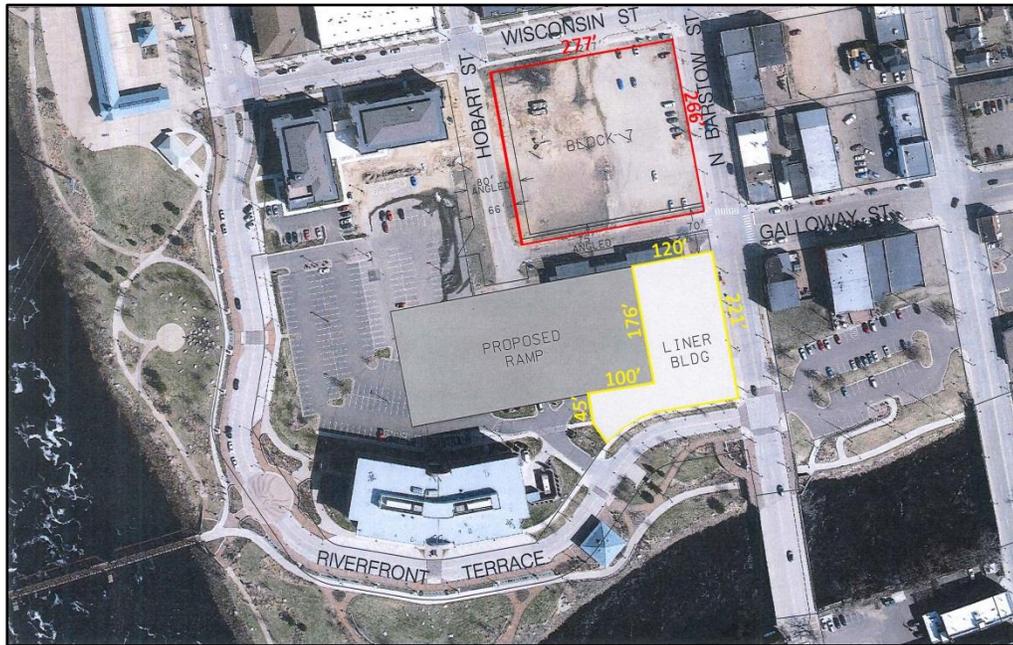
D. Traffic Counts:



Note: Additional Statistical data may be obtained from Downtown Eau Claire, Inc. at (715) 839-4914 or online www.DowntownEauClaire.org.

IV. Project Parcel

Both properties, the liner building site and Block 7 site are owned by the Eau Claire Redevelopment Authority.



V. Condition of Land

The liner site is currently a post office building and surface parking. Block 7 is currently a temporary surface parking lot.

VI. Price of the Land

The price of the property is to be determined through negotiations and should be included in the overall scope of the proposal. Please indicate purchase price you are willing to pay.

VII. Project Guidelines

The project should create a development to fit the context and vitality of the surrounding area. The development should return the property to the tax roll with a corresponding increase in the tax base.

Non-profits may make payments in lieu of taxes (PILOTs).

A. Architectural and Urban Design Character

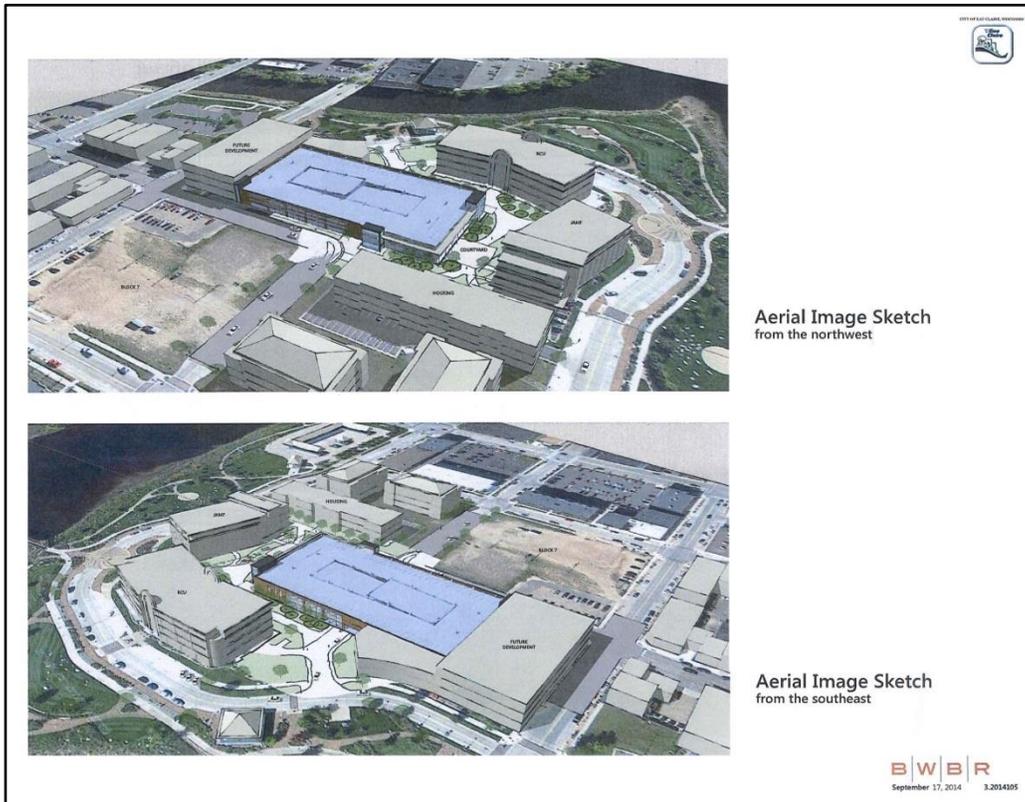
- Building size should be compatible to the existing buildings in the North Barstow Redevelopment District. Two to four floors is common in the area.
- Commercial or retail on the first floor, housing or office on the upper floors is preferable for mixed-use buildings.
- Design guidelines for the North Barstow Redevelopment District should be followed.
- Signage shall comply with the City of Eau Claire sign ordinance.
- The overall project should consider pedestrian-friendly amenities.

B. Zoning and Land Use

The project area is located in the downtown and has Central Business District zoning.

C. Parking

- The City of Eau Claire plans on building a parking ramp adjacent to the liner and Block 7 sites. Some contract parking may be available. Your proposal should indicate any parking in the ramp you would be interested in. Construction of the ramp is scheduled to start in spring 2015. Demolition of the post office is scheduled for the end of 2014.
- Housing proposals should strongly consider underground parking.
- Coordinating the construction of a project on the liner site with the construction of the parking ramp is highly desirable.
- Proposed projects on Block 7 must meet the timetable for the City to first complete the parking ramp so that the surface parking currently occurring on Block 7 lot can then be shifted to the newly completed ramp. Currently Block 7 serves as temporary parking for RCU and JAMF Software on weekdays from 7:00 a.m. until 4:00 p.m. and open to the public at all other times.



North Barstow Parking Ramp



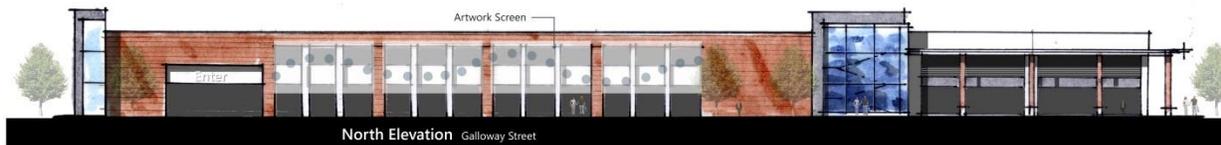
Image Sketch from RCU/JAMF looking northeast



Image Sketch from Promenade looking southeast

BWBR
September 17, 2014 3.2014105

North Barstow Parking Ramp



Ramp Elevations

BWBR
September 10-11, 2014 3.2014105

VIII. Environmental Information

The City of Eau Claire has initiated environmental testing. Environmental reports will be available for review.

IX. Proposal Requirements and Evaluation Criteria

A. Submittal Format

Proposals should be organized in a manner that allows for complete review of each property. Submittals should be marked (post marked) or delivered (stamped) no later than 5:00 p.m. on Wednesday, December 10, 2014 to the Eau Claire Redevelopment Authority, c/o Mike Schatz, City of Eau Claire, 203 S. Farwell Street, P.O. Box 5148, Eau Claire, WI 54702-5148.

The proposal should be labeled as “North Barstow Redevelopment District” and consist of the following elements:

- One bound proposal in color; or
- One electronic version of the proposal submitted on CD or emailed to Mike Schatz, Economic Development Director, at mike.schatz@eauclairewi.gov (Please note that emails larger than 5MB will be refused by the server, you may use an FTP service to deliver the file.)
- A one-page summary of the proposal that will be used to present the project to the RDA board, the public and the media.

B. Criteria

In a concise manner, purchasers/developers must submit proposals, which, at a minimum, include the following:

1. Developer Experience

- Briefly describe the composition, expertise, background, samples of previous projects, statements of financial condition of the purchaser/developer, and include a list of references.

2. Project Summary and Construction Description

- Describe the development concept and program summarizing the overall economic impact and tangible benefits for the North Barstow Redevelopment District.

- Submit detailed site plans, building elevations, and building sections. Submittal of renderings that illustrate planning and design concepts at the building and pedestrian scale (from each street and river perspective) are recommended.
- Demonstrate the development's compatibility with the surrounding context and how it adds vitality to the area.
- Describe any unique design elements or other features that make the proposal a signature development.
- Describe any LEED features.

3. Schedule, Costs, and Financial Projections

- Provide a timetable for each major phase of the project, including estimated annual market value of each phase of development and an outline of the phasing strategy and associated costs.
- Project schedule of events from project submittal to project completion.
- Estimate market value of the development upon completion date.

4. Related Documentation

- Indicate the offering price to be paid for the property.
- Special assistance needed to complete project.
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X. Selection Process

The Redevelopment Authority will evaluate the proposals using the following criteria:

- Quality, attractiveness, and feasibility of the proposed development.
- The purchase price to be offered for the site.
- Purchaser/Developer's expertise, experience, and financial capacity.
- Relationship of the proposal to the surrounding neighborhood.
- Utilization of high density components and urban design principles.
- Square footage and number of units in each use.
- Estimated total project cost and estimated tax base to be generated from the development.
- Proposed development schedule.
- The overall responsiveness to the requirements of the RFP.

XI. Contact Information

It is anticipated that the initial review of proposals and presentations by developer(s) for the site will be completed by the Redevelopment Authority. An option for an exclusivity period may be given as opportunity to negotiate a final development agreement.

QUESTIONS REGARDING THIS PROPOSAL CAN BE DIRECTED TO:

Mike Schatz, Economic Development Director

City of Eau Claire

203 S. Farwell Street

Eau Claire, WI 54702-5148

Phone: (715) 839-4914

Fax: (715) 839-4939

Email: mike.schatz@eauclairewi.gov

XII. Additional Information

The Eau Claire Redevelopment Authority reserves the right to reject any and all proposals for any reason at their sole discretion, to negotiate the terms and conditions of the eventual contract with the developer awarded the purchase and development rights, and to impose additional use restrictions, if necessary.

The contents of this packet are for information purposes only and the representations made herein are without warranty. Purchasers/development teams should rely exclusively on their own investigations and analyses. Access and tours of the sites will be available upon request.

The Eau Claire Redevelopment Authority 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 consideration and interest in Downtown Eau Claire.