

# REQUEST FOR IDEAS

## Downtown Redevelopment & Partnership Opportunity 2919 Main Street, Village of East Troy, Wisconsin

The Village of East Troy Community Development Authority (CDA) is seeking conceptual ideas from parties interested in a redevelopment partnership opportunity. The property is adjacent to the vibrant historic Village Square and included in the Downtown Design District, an overlay district with the purpose of enhancing aesthetic qualities both historic and visual.

### Key Facts:

- Land is Village-owned
- Size of parcel: 0.21 acres with ~83 feet of street frontage on Main Street/County ES (an additional ~105 feet of frontage on Clarke Street)
- All utilities available (municipal water and sewer)
- Asking price: negotiable
- Zoned Central Business District and is part of the Downtown Design District

This Request for Ideas (RFI) is the first step of the Request for Proposals process. Responses will be reviewed by the CDA on May 26, 2020, when they will choose desired concepts based on responses. The chosen responders will be invited to participate in the second step by responding to the Request for Proposals (RFP), which are due August 14, 2020. The RFP document is attached to this RFI for informational purposes.

### RFI Submittal Requirements:

- Due by May 15, 2020
  - Submit to Eileen Suhm, CDA Executive Director (electronic submittals are preferred), [esuhm@easttroywi.gov](mailto:esuhm@easttroywi.gov) OR Mail or drop off at 2015 Energy Drive, East Troy, WI 53120
- The narrative should be limited to one page with attached sketches. Conceptual ideas should Include:
  - Proposed Building
    - Include general information such as number of stories and anticipated square footage
    - Any outdoor use of space that may be proposed
    - General sketch of proposed property layout
    - Photographs of examples that will form the basis for the proposal
    - Conceptual elevation, photographs of comparable developments, and/or design elements that may be helpful in this review
  - Proposed Uses
    - Anticipated uses (retail, professional office, residential), the number of spaces for each use, and where these spaces will be located within in the building (street-facing, rear, second story, etc.)

Responders will be notified following the meeting whether their submittal was selected for further consideration. Questions related to this request or the process can be directed to the CDA Executive Director, Eileen Suhm 262-684-5482.

See next page for Special Notes

## SPECIAL NOTES

*Unauthorized contact regarding the request for proposal with any Village Staff, Village Elected Officials, Plan Commission, or CDA Commission members may result in disqualification (this statement relates to contact used to gain an unethical advantage). All questions should be directed to Eileen Suhm, Village Administrator/CDA Executive Director at 262-684-5482 or [esuhm@easttroywi.gov](mailto:esuhm@easttroywi.gov).*

*The CDA reserves the right to reject any and all proposals for any reason at its 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 the packets are for informational purposes only and the representations made herein, though thought to be accurate, are without warranty. Development teams should rely exclusively on their own investigations and analyses.*

*The CDA and Village Board will honor any confidentiality requests to the extent allowed by law. If portions of the proposal are considered proprietary, please mark them as such.*

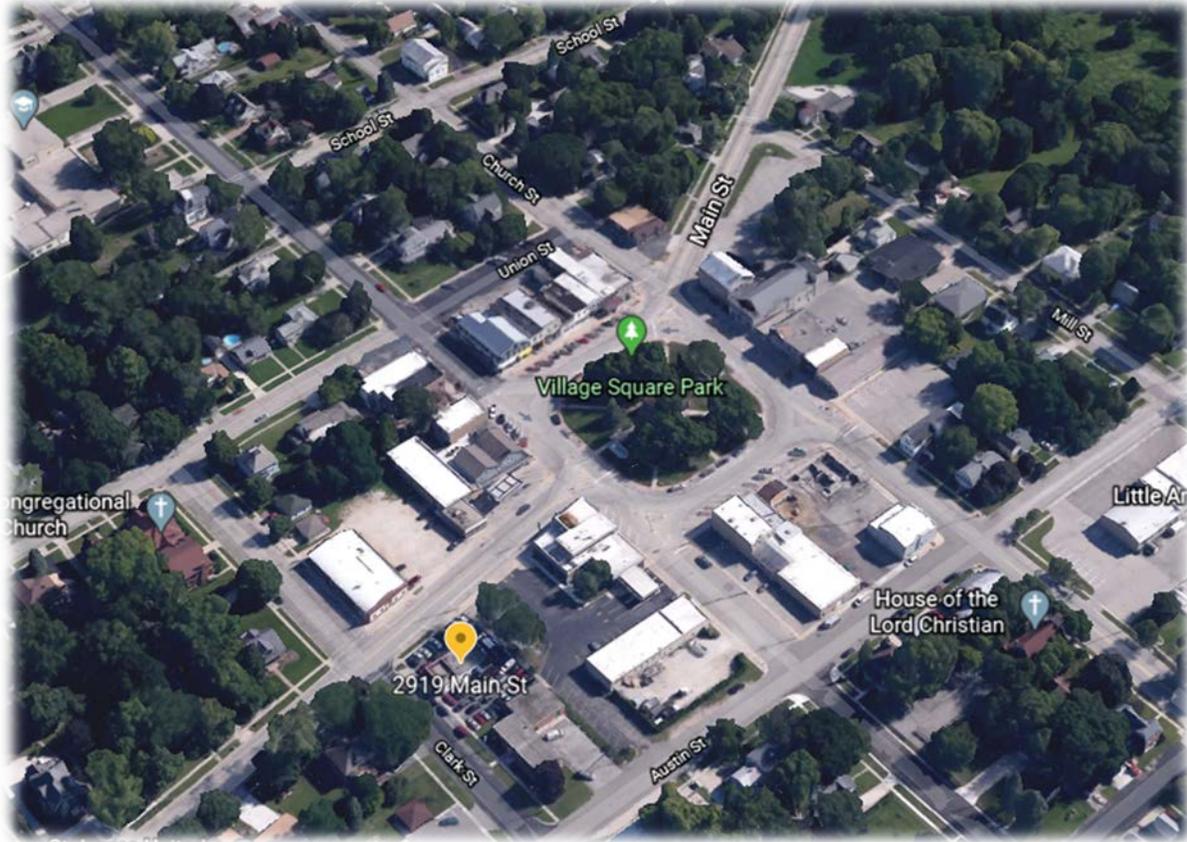
## STATEMENT REGARDING TIMING OF PROJECT RELATED TO COVID-19 PANDEMIC

This request along with the process for seeking proposals on this property was planned and developed prior to the global pandemic we are all faced with today. We are aware of and respect the uncertainty our community, business owners, and responders may be facing due to these circumstances. We would like to assure any party considering a submittal, this step will not obligate the responder to the proposed project. Due to this timing and uncertainty, the CDA may amend deadlines based on responses. We appreciate your consideration and feedback.

# REQUEST FOR PROPOSALS

## Downtown Redevelopment & Partnership Opportunity

### Village of East Troy, Wisconsin



**The Village of East Troy Community Development Authority (CDA) invites proposals for purchase and redevelopment of 2919 Main Street.**

**A property adjacent to the vibrant historic Village Square.**

*The Village Square is a historic centerpiece and place of prominence surrounded by a vibrant group of businesses. Village Square Park is home to many events throughout the year featuring East Troy's First Fridays and numerous civic group events that unite the community and attract visitors. This property is an opportunity to be a part of what has become a destination.*



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# REQUEST FOR PROPOSALS – FULL NARRATIVE

## INTRODUCTION

The Community Development Authority (CDA) for the Village of East Troy was established with a mission of promoting redevelopment projects. While the CDA focuses on the economic well-being of the entire community, a primary goal of the CDA is to focus on redevelopment of the main corridor within the Village, Main Street. The CDA is soliciting proposals for the purchase and redevelopment of a property on Main Street in the Downtown Village Square. The project and the selected proposal will meet the goal of redevelopment while encouraging a high quality of life, places of employment, and an increase in the general property tax base of the Village.

## PROPERTY

The site is located at 2919 Main Street in the Village of East Troy, within a block of the west side of the Village Square. It is situated at the southeast corner of Main Street and Clark Street. The parcel size of .21 acres and has an existing slab on-grade masonry building that is 1484 square feet. The property is served by municipal water and sewer. The parcel is zoned Central Business District and is part of the Downtown Design District.

The Village of East Troy desires to close the access to this property from Main Street. Primary access will be from Clark Street and proposals should incorporate this access point.

## EASEMENTS

Telephone Line Right-Of-Way Easement (see attachment D)

## ENVIRONMENTAL & SUBSOIL CONDITIONS

Phase I and Phase II environmental testing has been performed on the property as well as an asbestos and lead paint assessment. The Phase II was recommended based on the history of the site being a gas and automobile service station.

The Phase II contained no in-field indications of contaminants. No asbestos was found. Two painted areas of the building have been found to contain lead paint.

Links to reports are contained in Attachment D below.

## PREFERRED USES

Preferred uses: High quality commercial development featuring street level retail is the preferred land use for the redevelopment. Preference will be given to uses that fill a need within the community and are not duplicative of existing businesses. Preferred uses are:

- Retail Store (examples include: hobby shop, fast-casual restaurant, jewelry store, flower shop, clothing shop, or bakery)
- Artisan Studio
- Table-service Restaurant (could include outdoor seating)
- The building can be multi-tenant or multi-use featuring front-facing shops as listed above. Office space, personal or professional services, professional offices and showrooms would be encouraged as a rear-use or second story tenant.

- Mixed use with residential units is allowed. This use would be required to be located above the first story.

Permitted uses: The CDA may permit, on a case-by-case basis, uses that are consistent with the Central Business District’s permitted uses and are compatible with and supportive of preferred uses.

Unacceptable uses:

- Pawn Shop
- Bar/Tavern
- Car Sales and/or Automobile Repair
- Agricultural Land Uses
- Institutional Land Uses
- Outdoor Commercial Entertainment Land Uses
- Daycare facility
- Indoor Commercial Entertainment
- Indoor Maintenance Services
- Outdoor display of products
- Convenience Store\*
- Check cashing, pay day loan, and similar stores\*
- Vape, Tobacco, or CBD (cannabidiol) stores\*
- Car Sale and/or Automobile Repair\*
- Tattoo Parlor

\*A deed restriction will be added to the property to prohibit the uses listed above.

## EXTERIOR DESIGN REVIEW

Building design, construction materials, color, and signage shall be compatible with the Village of East Troy Downtown Design Standards, contained within [Article XI of the Zoning Code](#). Accent or amenity lighting of exterior facades should be considered to create a desirable night-time effect and consideration should be given to nearby residential properties. Final approvals of exterior design will be necessary from the Plan Commission.

## ZONING REGULATIONS

The area is zoned CB (Central Business District), [section 510-30](#) of the Village of East Troy Municipal Code, a district that is intended to permit a range of commercial, institutional, residential, and mixed-use development in a manner that preserves and promotes the architectural character and the compact, pedestrian-friendly environment of the Village’s historic downtown. As described above, residential units would only be allowed above the first floor for this proposal and preference will be given to preferred uses.

You may view all of the current zoning regulations for this parcel [here](#). Be sure to open the accordions to view all of the details.

## PROPOSAL PROCESS

The CDA is seeking a qualified individual, business, or group to propose conceptual plans for redevelopment. Proposals should contemplate the current building being removed and a new building

being constructed on the site. However, a new building and two-story facades are preferred. The building should be situated so it is closer to Main Street and parking is behind the building.

Proposals are due August 14 and should be dropped off or mailed to Eileen Suhm, Village Administrator/CDA Executive Director, 2015 Energy Drive, East Troy, WI 53120. Please include two hard copies and one electronic copy of the submittal.

Submitted items must include:

- Developer/Development Team Experience including resumes or a statement of background and qualifications. Examples of prior projects and references should be included
- Projected market value of completed development
- Proposed Project Schedule – Construction completion to occur within 365 days of closing.
- Proposed property purchase amount
- Financial Strategy
- Preliminary architectural plans, elevations, and site plan, and building plans with an estimate of space allocation if multiple tenant use.
- Business description and narrative of the operations that will occur on site.
- A deposit of \$1,000 will be required to accompany the proposal materials. For the successful proposal, this will be applied to closing costs. The deposit will be refunded for proposals that are not selected.

Questions related to the proposal process can be directed to the CDA Executive Director, Eileen Suhm 262-684-5482 or [esuhm@easttroywi.gov](mailto:esuhm@easttroywi.gov)

## REVIEW & SELECTION

The following criteria will be used to review proposals:

- Architectural design and compatibility with surrounding development
- Ability of the proposed project to increase the tax base
- Quality of construction
- Consistency with the objectives outlined within this document
- Financial capacity of the developer and soundness of financing strategy
- Expertise and experience of the developer with this type of development
- Qualifications and property management record of developer
- Project schedule

## OPTION PERIOD & CLOSING

The selected developer will have three months commencing with CDA approval to finalize plans, obtain necessary approvals (Plan Commission and Village Board if necessary), and secure financing. A closing will occur once all project elements are in place including final plan approval and financing. A developer's agreement will be required outlining the approved project and providing surety the project will be completed. The property will be conveyed by Quit Claim Deed. The buyer will be expected to complete all construction work within one year of closing. Closing is anticipated to occur prior to 12/31/2020.

## DISQUALIFICATION

The CDA reserves the right to reject any proposal from a party (as an individual or part of a party) who:

- Has delinquent real or personal property taxes in the Village of East Troy
- Has had property acquired through Walworth County for tax foreclosure within the previous five years
- Has an outstanding judgement from the Village of East Troy
- Has outstanding building code violations or code compliance issues that are not currently being abated
- Has been convicted of a felony that causes concern with respect to neighborhood stability, health, safety or welfare

Tax and court records may be checked prior to closing. If any of these conditions are found to exist, the CDA may terminate the Option to Purchase or Agreement for Sale.

## OTHER APPROVALS

Buyer is solely responsible for obtaining approval for a Conditional Use Permit, Site Plan Approvals, Downtown Design District Architectural Review, Zoning Permits, Building Permits, Occupancy Permits, and any other local, state or federal approvals or permits to develop and operate the business. Buyer will also be required to reimburse the Village for any professional service reviews and permitting costs that would be applicable to any development project.

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## ATTACHMENT A: SUMMARY OF PROCESS

Step 1: Prepare a Proposal Package Containing the Following Items:

- Development Team Experience
- Projected value of completed development
- Proposed Project Schedule
- Proposed Property Purchase Amount
- Financial Plan for Project
- Preliminary Architectural Plans, Site Plans and Building Plans
- Narrative of proposed business operations

Step 2: Proposal Submission

Deliver to or drop off at the Village of East Troy, 2015 Energy Drive, East Troy, WI 53120, Attn: Eileen Suhm, CDA Executive Director. Two hard copies and one electronic copy. Due by August 14, 2020.

Step 3: Proposal Review and Buyer Selection

Village Staff may initially review proposals to determine whether the criteria outlined within this request has been met and forward qualified proposals to the CDA for review. Applicant will then proceed to the Village Board for approval of a developer's agreement outlining the requirements needed to proceed with the development.

Step 4: Plan Review

The RFP awardee will work to obtain necessary approvals for development and business operation from the Village Plan Commission and Building Inspector. A bond, to be outlined within a developer's agreement, may be required so the Village has surety the development will be completed as proposed.

Step 5: Closing

To purchase the property, a buyer will need to:

- Receive final site, and operations plan approvals. Submit final building plans for applicable building permits. Final plans must be consistent with preliminary plans and concepts approved by the CDA through the RFP process. All appropriate fees and reimbursable costs must be paid.
- Provide evidence of firm financing or equity
- Execute a Developer's Agreement
- Submit a bond to guarantee satisfactory completion of the project
- Pay agreed-upon purchase price
- Be ready to begin construction within forty-five days of closing.

The Village will convey the property via Quit Claim Deed.

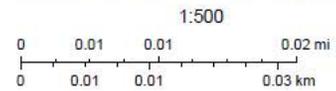
Step 6: Construction Completion to occur within 365 days of closing.

# ATTACHMENT B: PROPERTY MAP WITH WATER & SEWER UTILITES



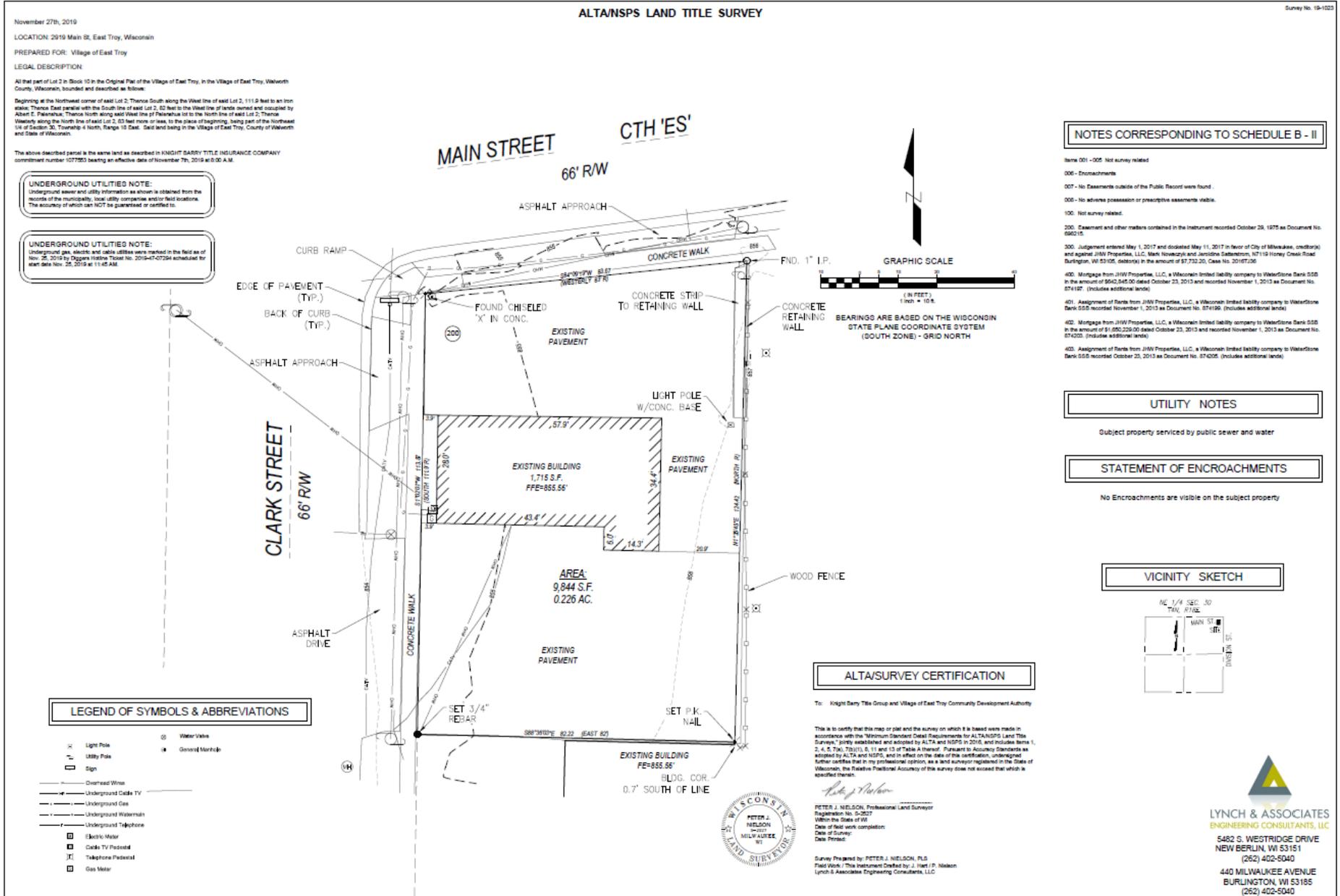
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- Sanitary - Manhole
 — Sanitary - Gravity Main
■ Water - Curb Box
— 6"
- Sanitary - Lateral
 — 8"
— Water - Water Main
— 4"
- Water - Valve
 — 12"



Walworth County GIS, Village of East Troy

# ATTACHMENT C: ALTA Survey



**LYNCH & ASSOCIATES**  
 ENGINEERING CONSULTANTS, LLC  
 5482 S. WESTRIDGE DRIVE  
 NEW BERLIN, WI 53151  
 (262) 402-5040  
 440 MILWAUKEE AVENUE  
 BURLINGTON, WI 53185  
 (262) 402-5040



ATTACHMENT D: PICTURES OF PROPERTY & SURROUNDING AREA



View from Main Street – front of property



View from Clark Street - side of property



West side of Square – adjacent to property



North Side of Square during the annual bluegrass festival



Village Square Park is home to many events throughout the year

## ATTACHMENT E: ENVIRONMENTAL REPORT LINKS

[Phase II Environmental Assessment Report](#)

[Asbestos and Lead Paint Assessment](#)