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VILLAGE OF BUTLER

Hampton Avenue Redevelopment
(12419 W. Hampton Ave. & Vacant Land)

Request for Proposals



Village of Butler
Community Development Authority

January, 2008

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I. Background

The Village of Butler, through the Butler Community Development Authority (CDA), has initiated the Hampton Ave. Redevelopment Project. The project area includes six (6) contiguous parcels located at the entry way of the Village of Butler Downtown. The six (6) parcels are located at 12419 & 12429 Hampton Ave as well as 4770 125th street. Phase 1 environmental studies have been performed for the site. Copies of these reports are or will be available for review at the Butler Village Hall.

The goals of the desired redevelopment project are as follows:

- To protect the Village against the deterioration and decline of properties and structures located within the downtown area;
- To enhance the availability and sustainability of neighborhood commercial and service orientated businesses;
- To provide integration and interaction for the changing landscape of downtowns.
- To enhance the aesthetic appeal of development within the project area.
- Create synergy with existing operating downtown businesses to grow the Downtown and capitalize on its assets.
- Provide sufficient parking to support commercial activity in the Downtown.

The CDA would like the following criteria considered when submitting a proposal.

1. **Uses-** The project can be mixed-use and include retail, service-oriented businesses, and residential. Retail is appropriate use for the ground floor, and is encouraged on Hampton Ave.. However, businesses should be appropriately scaled for the site.
2. **Parking and Traffic/Pedestrian Circulation-** The project should strike a balance between providing adequate on-site parking for the new uses while minimizing the impact of parking and traffic on surrounding properties and Hampton Ave.. Parking areas should be located at the rear of the site with little or no frontage on Hampton Ave.. Parking areas should be shared by the on-site users. The project should also make connections to existing pedestrian pathways including Hampton Ave. sidewalks. The site itself should have adequate pedestrian connections to building uses from the Hampton Ave. sidewalk and parking areas and include pedestrian-scaled amenities.
3. **Building Height and Bulk-** The project should strike a balance between an appropriate scale for Butler's Hampton Ave. and adequate square footage for project economic feasibility and tax benefits. A two-story



building height is very compatible with the Hampton Ave. of Butler and is recommended. With adequate setback and building massing and detailing, a three story may be acceptable. The building height may vary within the project.

4. **Relationships to Street and Adjacent Properties-** Given the scale of the downtown of Butler and the need to respect the site character of existing properties, no setback from Hampton Ave. is required. The building should, however, maintain a presence on Hampton Ave.; therefore, the majority of the building massing should be within fifteen feet of the Hampton Ave. frontage. Arcades, accessible “porches”, outdoor activity areas connected to the business activity, and some landscaped areas are encouraged in this Hampton Ave. setback. Any lighting should not impact adjacent properties.
5. **Overall Character and Operation-** The development should appear unified while also portraying the presence of multiple tenants. Some open space including landscaping and usable outdoor areas must be included. Architectural character should include some articulation that reflects the traditional development rhythms of Hampton Ave.. The use of local stone and masonry is encouraged.

Further information regarding Development Goals is contained within the Request for Proposal (RFP).

II. Community Information and Overview



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The Village of Butler encompasses an area of 1 square miles in Eastern Waukesha County. The Village of Butler is located south of the Village of Menomonee Falls, north of the City of Brookfield, West of the City of Milwaukee and Wauwatosa. Hampton Ave. is used as a main corridor for traffic going east and west.

Butler operates under a Village Board/Administrator form of government. Under this form of Government the Village Board, which includes six trustees and a Village President are elected at large by the residents of the Village to set policy directives for the community. The Village Board appoints an Administrator to manage the day to day operations of the Village and lead the organization as the Chief Administrative Officer.

The Village provides full municipal services which include: public safety (police and fire), health, street maintenance, sanitation, parks and recreation, planning, zoning, assessment, building inspection, library, financial management, sewer, water, and general administrative services. The Village utilizes contracting for some of these services to provide more efficient service delivery.

Village Demographics

Total Population:	1,881	Median Age	40.9
Population by Race		Median Household Income	\$38,333
o White Non-Hispanic (99.4%)		Median Home Price	\$115,000
o Hispanic (.9%)		Median Rent	\$590
o Two or more races (.6%)			
o Black (.3%)			
o American Indian (1.1%)			
o Other (.1%)			
Population Education Levels			
o Less than High School (9.2%)			
o High School or higher (90.8%)			
o Bachelor’s Degree or higher (25.9%)			
o Graduate Degree or higher (5.2%)			
Source 2000 US Census, Home Pages.com and Wisconsin Dept. of Administration			

Additional demographic information can be found on the Village website at www.village.Butlerwi.gov.



III. General Description of Hampton Ave.

The CDA is seeking proposals for the purchase and redevelopment of six adjoining parcels on and around 12419 W. Hampton Ave. Together the parcels are .9 acres.

Historical Background

In early 1996 the Village CDA was created to manage the TIF district. In 2006 the CDA recognized a trend of declining appearance in the downtown and began making plans to revitalize the area. Times have significantly changed in the past 25 years, as well as the needs of a Village's downtown. Traffic patterns and activity has transformed certain stretches of Hampton Ave. and 124th Street into an environment that ripe for commercial development.

The subject properties are ripe for new development, supported by 14,500? cars per day traveling on Hampton Avenue.

IV. Redevelopment Parameters

In order to facilitate the redevelopment project, the CDA is seeking proposals that are responsive to developing a desirable, mutually supporting, economically feasibly, and sustainable mix of:

- a. Commercial, retail, or office space that will provide opportunities for the neighborhood and community to obtain a variety of goods and services required for daily living
- b. The possibility of a "multi use" development that would be owner occupied and provide additional housing alternatives in the community.
- c. Adequate parking to support the commercial and residential use through on-site parking and supplemented by on street parking.
- d. Streetscape and site improvements to enhance the pedestrian friendliness and functionality of the site.

Designs should establish a character that blends the traditional themes of locally quarried stone and wrought iron, with modern designs found in recent redevelopments around the site. The building(s) should be located near the street with a setback not less than 10 feet. The building(s) will need to have four sided architecture, with parking located in a side yard and in the rear yard. The building should have at least two stories. Additional design standards can be found in the Village's Downtown Development and Design Plan and the Village's Design Standards available on the Village's website.



The CDA is committed to working with the developer in the successful financing of this project. A CDA emphasis is to recover most of the initial purchase price of the properties (\$750,000) and use alternative financial assistance through the TIF district or CDA funds to assist with necessary site improvements to make the project financially feasible. The project location is within a Tax Incremental Financing (TIF) District and use of TIF funds is possible, but would need to be approved by the CDA and Village Board.

Does the CDA wish to list what assistance may be possible?

1. Reimbursement of Utility cost associated with the property?
2. Reimbursement for site utility upgrades including sewer and water?
3. Closing costs?
4. Reimbursement for demolition cost of additional property located in the area?

Any request for financial assistance should be clearly spelled out in the proposal for evaluation by the CDA. A proposal that is selected that requests financial assistance may have additional submittal requirements later on to justify and receive approval of said assistance. Proposals that anticipate converting the properties to tax exempt uses would not qualify for TIF assistance.

Zoning and Land Use

The six properties are zoned B-1, which calls for commercial, office, and business uses with the opportunities for mixed residential uses as well.



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Developer Evaluation Criteria

The CDA is seeking a qualified individual/group to develop a conceptual plan, budget, timeline, and related matters as cited within “Proposal Submittal Requirements” below, for the redevelopment of the project sites. The CDA will be integrally involved with the redevelopment project. The ability of the developer to work in concert with the CDA and its professional staff will be critical.

The successful developer must be available to meet with the CDA to discuss the conceptual plan. The Developer and/or staff attending said CDA meetings should be those who will be involved with the development project.

V. Proposal Requirements

Proposals should be organized in a detailed and thorough manner that allows for complete review of each project element. The proposal should be labeled as “Hampton Ave. Redevelopment” and consist of the following elements:

1. One bound proposal in color;
2. **7 Additional Black and White Copies**
3. A one or two-page proposal summary that will be used to present the project.

Submissions shall at a minimum, include a design concept, project budget, and related documentation.

1. Design Concept
 - A. A summary of the Developer’s Background and Experience including examples of development projects, statement of financial condition of the Developer, and a minimum of three references relating to other similar projects.
 - B. A project summary and construction description that includes the following:
 1. A summary of the development concept and the overall economic impact and tangible benefits for the redevelopment area, downtown, and Village.



2. A schematic design of the site, including parking and traffic flow. It is preferred that the traffic flow design account for possible future cross traffic flow between properties on the east and west of the properties.
3. Anticipated land use/building(s) layout, including estimated square footage, number of dwelling units if any, and type of dwelling unit.
4. An architectural rendering of the front (4) elevations of the building and a description of the how the architectural design enhances the community and meets the design standards.
5. Describe the compatibility of the design with surrounding neighborhood, design standards, and Downtown Plan. Specifically mention any impacts on adjacent properties as a result of the proposal.
6. Identify the material palette proposed for the design (final design palette is not required). A rendering showing the perspective and cross-section of the streetscape and pedestrian scale from the street is required.
7. Identify likely or potential tenants/uses for the building.

2. Project Budget

- A. Provide a timetable for completion of the project including an estimated annual market value for the property after completion.
- B. Provide a project budget detailing costs both hard and soft for the project including, but not necessarily limited to (legal, financial, architectural, building contractors, marketing, real estate, and other professionals) for the land purchase, design, site preparation, infrastructure improvements (if any), construction, and marketing costs of the project and any property management intentions.
- C. Project schedule from project acceptance to completion.
- D. Explain the financial strategy; provide a preliminary development pro forma showing total development costs and proposed sources and uses of funds for the project; demonstrate project feasibility, and the ability to secure financing.



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- E. Explain in detail any request for special assistance to complete the project such as public financing, TIF funds, low interest loans, etc.
3. Other Related Documentation (part II- finalist requirements)
- A. Summarize the overall economic impact and tangible benefits for the Village, and address how it will enhance Hampton Ave. and the Downtown.
 - B. Provide a summary of the marketing plan for the unit(s) including anticipated proposed rents for commercial, retail, office and sale price for residential.
 - C. Upon selection the winning developer shall be required to submit within 30/60 days a market analysis demonstrating demand for the proposed land use.
 - D. The design shall take into consideration and conform to all federal, state, and local laws, rules, regulations, and ordinances. Such conformity to the local zoning code should be detailed.
 - E. The Developer may wish to include other pertinent information in the response that may assist the CDA and staff in their decision-making process.
 - F. The Developer shall also provide financial information to illustrate the financial stability and standing of their company. The financials should also illustrate the capacity to carry out the project proposed.



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VI. Evaluation Criteria

Proposals will be evaluated in accordance with the RFP Criteria and Redevelopment Plan. The proposed development shall take into consideration all federal, state, and local laws. It is the intent of the CDA that the two properties will become privately owned as a single tax paying entity, and that neither the CDA nor the Village of Butler will retain any ownership of the properties.

Site use, design, efficient land use, tax increment generation, and aesthetics are critical issues for the success of this project. The highest creative standards for each are expected. Selection of the developer will be strongly influenced by the qualifications and experience of the developer. Financially feasibility and soundness of the proposal are additional important evaluation criteria.

Primary consideration will be given to the following:

1. Site design and efficient land use;
2. Architectural design, aesthetics, and compatibility with surrounding development;
3. Land Acquisition Price;
4. Ability of the proposed project to provide sufficient tax increment revenues to meet the CDA's TIF District debt service obligations.
5. Consistency with the objectives of this RFP and the Downtown Comprehensive Plan of Redevelopment;
6. Qualification and experience of the developer;
7. Quality of construction.

Additionally, the CDA will seek the development proposal that will best enhance the area, act as a catalyst for future redevelopment in the community.

Developers should be flexible in assembly of their team. The successful developer will be expected to enter into a Development Agreement, which will include, but not be limited to, the submission of financial statements, lease agreements, related contracts, etc.

Evaluation of competing proposals will be completed within closed sessions(s) under Wis. Stat. 19.85(1)(e) of the CDA. Upon successful completion of the evaluation process, an award will follow within an open session that may be attended by members of the Plan Commission, Village Board, and general public.



VII. General Instructions, Conditions, and Contact Information

This information has been developed by the Village of Butler CDA, which is responsible for selecting a developer, and in conjunction with the Plan Commission, and Village Board, providing direction throughout the Development process.

These proposal requirements are intended to solicit creative high quality solutions in the proposed uses, site design, architecture, financing, and construction of this project. To facilitate this, potential developers should feel free to ask questions as much as necessary to produce the best solution. In addition,

- 1) The CDA reserves the right to accept or reject any or all proposals for any reasons at their sole discretion, to select that proposal that best meets its needs, and to negotiate the terms and conditions of the final agreement, and to impose additional use restrictions, if necessary, with a qualified developer. The CDA reserves the right to accept components of a proposal and to award components to different developers at its sole discretion.
- 2) The contents of this packet are for informational purposes only and the representations made herein are without warranty. Development teams should rely exclusively on their own investigations and analyses.
- 3) The CDA is not liable for any costs incurred by the responding firms in replying to this request for proposal.
- 4) All proposals become the property of the CDA
- 5) The CDA will honor confidentiality requests to the extent possible by law. If you feel certain aspects of your proposal are proprietary in nature, please indicate so.
- 6) All contacts and questions should be forwarded in writing to the Village's designated point of contact:

Village of Butler
Attn: Tim Rhode, Village Administrator
12621 W. Hampton Ave.
Butler, WI 53007

Or e-mail at Butler@wi.rr.com



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Questions and requests shall be made in writing. If warranted, the Village may share this information with all RFP finalists, depending upon its classification as general use versus proprietary.

- 7) Proposals shall be submitted to the above designated point of contact. All proposals must be received by 3:00 pm May 16, 2008, and shall indicate on the sealed envelope "Butler Hampton Ave. Redevelopment RFP".



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