



REQUEST FOR PROPOSALS FOR DEVELOPMENT OF CITY-OWNED PROPERTY



FOR PARCELS #3-00475-00 & 3-00482-00

(as show on map above)

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ISSUED: OCTOBER 20th, 2022
PROPOSALS DUE: NOVEMBER 18th, 2022
4:00pm

**THE REDEVELOPMENT AUTHORITY OF
THE CITY OF MENASHA
100 MAIN STREET, SUITE 200
MENASHA, WI 54952**



The Redevelopment Authority of the City of Menasha (RDA) seeks proposals from qualified developers regarding parcels in the Banta Development Corridor, along Ahnaip Street and between Oak Street and Naymut Street.

1. Development Goals

The RDA encourages submission of a plan for creative and aesthetically pleasing designed townhome condo development. The RDA wishes that the proposed project provide a design that fits the needs of the community while reflecting the urban environment and keeps with the historic aspects of the area. In addition, the RDA would like the condos to be designed where the front entrance faces Ahnaip Street to encourage a more walkable neighborhood. The idea is that condo residents could easily step out of their front door to an abundance of amenities across the street and river. The RDA understands that the site has constraints and hopes the design will value between \$2-4 million and meet the housing needs of the immediate area and the Fox Cities Region.

2. Property Description

The parcels have been sitting idle as a parking lot for a decade. The site, if combined together, is .832 acres or 36,285 square feet. The site has street frontage facing Oak Street and Ahnaip Street.

Parcel #7-3-00475-00—26,528 square feet (.609 acres)

Parcel #7-3-00482-00—9,757 square feet (.223 acres)

3. Area Conditions

A. Location Conditions

The site is located on historic Doty Island and is one of the first sites people see when entering the island from Menasha, as they exit the new Racine Street Bridge. Doty Island itself is a special place for both Menasha and Neenah with so much history and some of the most beautiful, uniquely designed homes. This particular site is part of an area that has been in the works of redevelopment for years after the decline of manufacturing in the area. Slowly the RDA and City are helping to restore the area to its potential, as an amenity to the area. This redevelopment area (Exhibit B) includes these two parcels and the parcels to the north of Ahnaip Street where the old Banta and Gilbert Paper Mills used to operate. While the north side of Ahnaip was primarily industrial use with the paper mills and printing plants, the area south of Ahnaip Street has always been predominately residential. Nevertheless, the area is considered a huge amenity to the City with its easy access to the waterfront.

B. Other Conditions

Just north of these two parcels, there have been a few plans to support the growth and redevelopment of the area. Below are some of the plans with key notes and current projects for the two parcels and the area north of Ahnaip Street surrounding Lawson Canal. While some plans and projects do not include the two parcels of this RFP, they are within the parcels' surrounding area, and are important to the marketability for the new development of the two parcels.

Plans <i>(Website of where to find the plan)</i>	Parcel #3-00475-00 & 3-00482-00	The Lawson Canal Area <i>(North of Ahnaip, between Walnut and Racine Streets)</i>
The Downtown Vision Plan https://www.cityofmenasha-wi.gov/ Go to "Departments", then "Community Development" and then on the left side "Planning"	Lists the two parcels as "Row House Residential" (see Exhibit D) which are defined as attached residential units that have front entrances on the street and garages in the rear. One of the principals also says for at least half of new housing units be owner-	"Lawson Canal Sub-Area" is planned to be a recreational resource for the area and will have open space and be ready for residential and commercial development.
City of Menasha Comprehensive Plan https://www.cityofmenasha-wi.gov/ Go to "Departments", then "Community Development" and then on the left side "Planning"	Parcels are shown as Neighborhood Mixed Use (NMU) in the Future Land Use Map (Exhibit C). Best practices for NMU are: <ul style="list-style-type: none"> • Two or more uses on a single tract/building • Townhome with zero front and side yard setbacks 	This area is categorized as Downtown Mixed Use (DMU) and its intent is to preserve the historic commercial district and provide significant density. DMUs encourages first-floor retail, service, office users, or destination businesses such as restaurants, bars, and entertainments.
The Lawson Canal Master Plan https://www.cityofmenasha-wi.gov/news_detail_T6_R151.php	N/A	See Exhibit A for the concept map Oak Street Extension: Municipal infrastructure project that includes new street construction, the relocation/consolidation of utilities, a new access bridge across Lawson Canal and added pedestrian trail amenities just north of Ahnaip Street Lawson Canal Restoration: Restoring the Canal to become a recreational place where people can kayak through canal and spill into the Fox River
Fox Cities/Greater Outagamie Housing Strategy https://www.outagamie.org/government/departments-a-e/development-and-land-services/comprehensive-planning-special-projects/housing-strategy	While this Housing Strategy is for the broader region, it is also important to ensure that the development of these two parcels meet the demands and needs of the entire region as well.	

Other development and conditions of the area include the old Banta building that is currently being renovated into a mixed-use building with 34 market rate apartments called Banta Lofts, with 3,000 square feet of commercial space on the first floor. Across the street from the Banta development, a little ways down, the old Nicolet Elementary School was recently closed in 2022 and is on the market with an anticipated historic redevelopment project. Lastly, Ahnaip Street, between Racine Street and Nicolet Boulevard, was urbanized to allow parking on the north side of the street.

Exhibit B is the Alta Land Survey that includes the area from the Lawson Canal Master Plan and the RFP's two parcels.



4. Proposed Zoning and Land Use

The current zoning is C-1 General Commercial. While medium and high density residential is allowed in the C-1 district with a special use permit, the general standards would be hard to meet on this unique site. Zoning classes may need to be rezoned to meet the Comprehensive Plan. The Future Land Use Map (Exhibit C) shows these two parcels as Neighborhood Mixed Use (NMU). Potential Zoning Districts for NMU: R-4 High Density Multi-Family, TND Traditional Neighborhood Development, PUD Planned Unit Development, C-1 General Commercial, or C-2 Central Business District

The Redevelopment Authority (RDA) will be combining the two properties and working through the right-of-way vacation prior to final development proposals.

5. Terms and Conditions

The price of the available parcels in the area are about \$2.50 per square foot. Once the developer is chosen, a land purchase and development agreement will be executed by the RDA and City to be signed by the developers.

6. Proposal Requirements

A. General Physical Development Requirements:

All new multi-family construction shall comprise of at least 25% brick or comparable masonry.

The overall design shall meet both urban and historic aspects of the surrounding area.

Enclosed parking structure shall be provided for all units.

All sides facing Ahnaip Street shall have a front door entrance/small porch.

Window air conditioning units shall not be permitted on the street facing façade or on a façade visible from the right-of-way.

B. Proposal Content and Organization

1. Developer and Project Description: In no more than one to two pages, list the names, titles, firms, telephone numbers, and other relevant company information. Provide background on the developers describing their experience and comparable projects in progress or successfully completed by the developer. Include project description for proposed construction, the exterior design concept and highlight any unique features that may be appealing to the goals, visions, personality of the City of Menasha.

2. Concept Plan: Submit a conceptual site plan showing initial ideas for the building(s), placement, parking layout, access drives, and landscaping. Preliminary building elevations and/or renderings should be included.

3. Financing Plan: Provide a description of anticipated general financing for the project. Include the following details:

- a. State of developer's financial ability and resources at the developer's disposal.
- b. Business concept including target market for the planned project and how the completed project would be marketed (price range of units).

4. Proposed Offer: Offer price to purchase the Site.

7. Submittal Deadline and Selection Process

The RFP's deadline will be 4:00pm CST November 18th, 2022. City staff will review the proposals and contact the developer if there are any questions prior to presenting proposals to the Redevelopment Authority.

An original, hard copy, of completed proposal and one (1) digital copy of the completed proposal (either in email or USB) shall be submitted to the following address:

Redevelopment Authority of the City of Menasha
Community Development Department
100 Main Street, Suite 200
Menasha, WI 54952

The RDA Board will select proposals that enable the community to best realize the objectives for the area. The RDA reserves the right to reject any and all proposals.

Proposals that meet the requirements of the RFP will be scheduled for review and a tentative oral presentation to the RDA. The RDA will determine whether they wish to accept, reject or seek additional information on a proposal. After a proposal is selected by the RDA, a land purchase and development agreement will be prepared by City Staff for review and approval by the developer, RDA and Common Council.