



**CITY OF MEDFORD  
REQUESTS FOR PROPOSALS  
TO  
IDENTIFY DEVELOPER HOUSING INTEREST  
FOR  
CITY-OWNED PROPERTY LOCATED  
AT  
PROGRESSIVE AVENUE**



## **General Summary**

Request for Proposals Title: Progressive Avenue Housing Development

Deadline for Submission: Noon on Friday, February 12, 2021

Submit to: City of Medford  
639 South Second Street  
Medford, WI 54451

Labeling: All submissions must be sealed and clearly labeled and should include the Request for Proposals Response Title, Developer's name, and address/contact information.

Presentation to Council: Tentatively scheduled for February 22, 2021

## **Introduction**

The City of Medford Common Council seeks proposals from qualified Developers for the development of a 4.4-acre parcel of land located along the east side of Progressive Avenue. The development may cover the entire 4.4-acre parcel or any part thereof. The project should complement the surrounding environment while meeting the community needs.

## **Disclosure**

The Request for Proposals (RFP) is being furnished by the City of Medford (City) for the recipient's convenience. Any action taken by the City in response to submissions made pursuant to this RFP, or in making an award or failure or refusal to make any award pursuant to such submissions, or in any cancellation of awards, shall be without any liability or obligation on the part of the City and its employees, officers, or members of Council and/or its Committees.

The City, at its discretion, may at any time withdraw this RFP, may accept, or decline any submissions, and may waive any abnormality if the City deems appropriate and if it is in the City's best interest. The City will determine the responsiveness and acceptability of any submitted proposal.

It is the responsibility of the developer to fully understand and interpret all applicable City of Medford ordinances and City of Medford and State of Wisconsin building codes when preparing and submitting the proposal. Prospective developers should be aware of the City's review and approval process for development within the applicable zoning districts. The City is not liable for the misinterpretation of any City policies or ordinances. The City makes no guarantees that any submission which conforms to the requirements of this RFP will be selected for consideration or approval.

The City and the selected developer(s) will be bound only if and when a submission, as same may be modified, and any applicable definitive agreements and budgetary authorizations pertaining thereto, are approved by the City of Medford Common Council and then only pursuant to the terms of the definitive agreements executed among the parties. The document typically utilized between the parties will be defined as a Developer's Agreement.

## **Site Description**

The 4.4-acre parcel is currently zoned I-1 Light Industrial. Under the City's Zoning Code, R-3 Multiple-Family is an allowable use under this zoning classification. Please refer to the City of Medford's Zoning Code for regulations regarding setbacks, land uses/permitted conditional uses, parking, landscaping, stormwater management etc. which can be accessed on the City's website [www.citymedford.com](http://www.citymedford.com)

The City will provide 8" water and 8" sanitary sewer at the right-of-way line. The City also plans to engineer and install sidewalk/bike path up to the property. The City's engineer will determine sidewalk location.

The property is located in the City's Industrial Park and is within walking distance to North Central Technical College and several industries which provides easy access to education and jobs.

## **Development Goals**

As indicated in the City's Smart Growth Plan, certain style housing shortages exist. This site offers the potential for single-family housing or a mixture of multi-family housing. The development needs to be well-planned to allow for separation of multi-family and single-family housing.

The development needs to be focused on creating a vibrant, family-oriented neighborhood with units ranging from one to three- bedroom units and an outdoor play area. Rental units shall include attached garages with apartment access from the garage for each unit, professional management, site maintenance, additional parking area(s), and in-unit laundry facilities.

## **Economic Development Financing**

The developer may apply for housing tax credits through WHEDA. The Housing Tax Credit or HTC is a dollar-for-dollar reduction of federal income taxes owed by owners/investors in qualified projects for tenants whose incomes are at or below 60% of County Median Income (CMI).

WHEDA was appointed by the Governor to administer the IRS Federal Housing Tax Credit Program for Wisconsin, so an application for Tax Credit must be submitted to WHEDA. Applicants must meet mandatory threshold requirements for financing, market, site control, and zoning. Applications are then evaluated, and points are awarded for select criteria as outlined in WHEDA's current Qualified Allocation plan.

## **Purchase Price of Land**

The cost of the real estate shall be determined on the overall value of the proposed development. The City reserves the right to negotiate the purchase of the land after the submission of proposals with the prospective developer(s).

**The City will not base its decision solely on the value of the project and the purchase price of the land. Other factors might include but are not limited to the following:**

- Similar development(s) completed by the developer and references.
- Project marketing for the proposed development.
- Housing type, design, site layout and materials utilized.

- Timeline for completion.
- Tax base/assessment projections and overall economic impact of the project.
- Expertise of the project team and demonstrated success in other municipalities.
- Proposed utilization of local workforce/trades during construction.
- Management plan for the facility.
- Additional factors listed in the RFP.

### **Proposal Requirements**

1. A summary of the developer's background.
2. A summary of the proposed development.
3. Development Team
  - a. Personnel assigned to the project.
  - b. Roles and responsibility of each team member.
  - c. Expertise and related experience of the firm and development team.
  - d. Projected use of local contractors and professional trades.
4. Proposed Development
  - a. Conceptual site plan.
  - b. Conceptual elevation and floor plan views.
  - c. Land use and housing types.
  - d. Total value of project (construction investment and projected assessed valuation.)
5. Project Timeline, Marketing & Long-Term Management Plan
  - a. Developer shall provide a project start date and anticipated completion date.
  - b. Detailed project schedule for construction and occupancy.
  - c. Marketing approach.
  - d. Management plan for rental property once the development is completed.
6. Financials
  - a. Explain the developer's financial strategy (including sources and uses of funds) and demonstrate project feasibility. Explain any grants, loans, or financial assistance programs being accessed and the developer's overall experience with such programs, grants, and loans.
  - b. Describe any financial or infrastructure assistance needed by the City.
7. Additional Information
  - a. Provide examples of similar development projects and municipal contacts.
  - b. Summary of the overall economic impact and tangible benefits for the City including tax base generation.
  - c. Discuss any workforce housing benefits.
  - d. Provide municipal references.

In addition to the evaluation of the proposals, the Common Council, its Committees, and/or City personnel may conduct interviews with developers. It is anticipated that a summary presentation will be made by the developer to the City in the final selection process.

### **Correspondence Related to the Solicitation**

Questions, noted errors, discrepancies, ambiguities, exceptions, additions, or deficiencies noted in this solicitation must be submitted by e-mail to City Coordinator Joe Harris ([cityofmedford@medfordwi.us](mailto:cityofmedford@medfordwi.us)) before January 28, 2021 at 12:00 PM. The City will post responses on the City's website by 12:00 PM on January 29, 2021.

Addendum #1 must be filed with the proposal and the form will be available on the website after 12:00 PM on January 29, 2021

Any changes in the solicitation (including specification) will be made by amendment issued to all those responding to this request for proposal.