



## Redevelopment Authority/Common Council AGENDA BRIEFING MEMORADUM

**AGENDA DATE:**

April 5, 2018 – Redevelopment Authority

**SUBJECT:**

RDA Resolution 18-10

**PREPARED BY:**

Amy Connolly, Director of City Development

**SUMMARY:**

City staff requests approval to issue a Request for Qualifications (RFQ) for a Master Redevelopment Implementation Plan, as well as approval to negotiate and execute a contract with the selected project team.

**PROJECT BACKGROUND & ANALYSIS:**

In order to prepare the former Machinery Row site (now called the Water Street Redevelopment area for private investment and ensure that the site will inspire a national-level developer, City staff seeks permission from the RDA to issue an RFQ for a multi-disciplinary team with skills in planning, architecture, landscape architecture, market analysis, and engineering to create a new Master Plan that will guide and facilitate the rapid redevelopment of the Water Street Redevelopment Area (formerly called “Machinery Row”), a 28-acre, urban, mixed-use river-front property adjacent to Downtown Racine.

The site was acquired in December, 2017 by the RDA/City of Racine through a deed in lieu of foreclosure process after a developer failed to complete the requirements of his development agreement. The City of Racine is currently engaged in bidding the demolition of the structures on the site and preparing the site to become a “pad-ready” or redevelopment-ready site, flanked by a public riverwalk.

In 2009 and 2017, the City of Racine completed conceptual plans for the site called the “Rootworks Plan” and the “Rootworks Area Wide Plan” with the planning assumption that the buildings on the site would be rehabilitated and the seawalls on the site would remain in their current location. However, after documenting the deteriorated condition of the buildings through interior building surveys and the desire to move more quickly to redevelopment has spurred the Redevelopment Authority to budget for and act on demolishing the site and leading the brownfield cleanup efforts in 2018. Additionally, the RDA intends to design and begin construction of a riverwalk to benefit the site in 2019.

City staff now recommends that the RDA seeks a team of design and development professionals to develop a Master Redevelopment Implementation Plan. The goal of this project is to develop a plan that will inspire national-level development interest in the site and lead to its immediate redevelopment. The RDA will be soliciting for project teams that can complete a redevelopment implementation plan that adheres to the goals and vision presented in a Request for Qualifications. City staff proposes using a qualification-based approach to select a professional team.

**RFQ Outline:**

The project would begin on June 1, 2018 and would require completion by December 31, 2018.

Deliverables for the project include:

1. An Illustrative design plan for the full 28-acre site and immediate vicinity. Design drawings to include graphic quality plans, three-dimensional renderings, and a 3D model in Sketch Up. The plan should include:
  - a. Illustrative Master Plan
    - i. Public spaces
    - ii. Private development – building disposition and block design
    - iii. Design alternatives and reasons why final design is chosen
    - iv. Subdivision plan
  - b. Utility and storm water plans
  - c. Seawall and geotechnical plans
  - d. Transportation framework: circulation, parking, and street design standards
  - e. Staging/Phasing Plan
  - f. LEED-ND scoring
2. Site Development Guidelines for the full 28-acre site. Guidelines to be translated by City staff in either PUD documents, adopted design guidelines, or a form-based code for the site. The Guidelines should include:
  - a. Building heights
  - b. Form and mass standards
  - c. Façade standards & architectural design
  - d. Build to lines/zones
  - e. Building materials
  - f. Signage guidelines
3. Market and Absorption Strategy
  - a. Market analysis (residential/commercial)
  - b. Development strategies (residential/commercial)
  - c. Cost estimates for public infrastructure
  - d. Yield Plan for private development
4. Schematic plans and cost estimates for a river walk along the Root River, throughout the site. Plans and estimates should include:
  - a. Dimensioned drawings
  - b. Hardscape and landscape plans, including plant selections and design
  - c. Materials list
5. A final version of an RFQ for site development that will attract national-level

development interest to the site.

- a. Drawings and illustrations that will show proposed development sites
  - b. Phasing plans
  - c. Cost estimates
  - d. Required development design elements
6. A Redevelopment Plan, following Wisconsin Statutes that will be adopted by the Redevelopment Authority and Common Council.
- a. Description of the area
  - b. Land use Plan
  - c. Provisions necessary to meet state requirements
    - i. Boundary map
    - ii. Land acquisition plan
    - iii. Proposed land use
    - iv. Existing land use
    - v. Building condition
    - vi. Required site improvements and utilities
    - vii. Traffic plan
7. Information leading to amendments to the existing Tax Increment District Plan for the site, including cost estimating of public infrastructure and private development. The Amendments will be completed by the City's Tax Increment Consultant, but the information for the Amendment must be created by the consulting team. Documents required include:
- a. Map of Existing Conditions
  - b. Map of proposed improvements
8. Creation of a new website (or, using a portion of BuildUpRacine.org, RDA development website) to engage the public, allow feedback on the plans, and provide updates on the planning and construction efforts.
9. Public involvement in the form of a charrette, visual preference surveys, or other intensive, immersive engagement methods like interactive workshops or online voting.

**Desired Project Outcomes:**

The City of Racine and its Redevelopment Authority have several desired project outcomes for the new Master Redevelopment Implementation Plan. These project outcomes include:

1. The plan must create a maximum private-sector investment in development.
2. The new plan must be market-driven and buildable with a design that can be implemented by private developers in existing and projected market conditions.

3. Phasing should be designed to ensure the highest amount of private investment and the potential for multiple developers.
4. Market absorption timeframe should take not more than 5 years in order to take advantage of regional catalytic economic development, such as the Foxconn plant.
5. The new plan should create a dense, walkable, mixed-use destination neighborhood that connects to the historic downtown and the transit station.
6. The plan should result in the site qualifying for LEED-ND Status. Key environmental components include: redesign of the Root River “edge”/river walk, overall site walkability and bike-ability, improved storm water capture and improved condition of the effluent from pipes, innovative green building design, and use of low-impact design techniques.
7. The design of the river walk should ensure: a.) Compliance with the City’s Knowles-Nelson DNR grant parameters (acreage, access, adjacent parking) b.) Access year-round to the river and new development is available and c.) Success as a catalytic project to spur private investment/development.

**RECOMMENDED ACTION:**

City staff recommends that the RDA approve staff’s request to issue a Request for Qualifications (RFQ) for a Master Redevelopment Implementation Plan, as well as approval to negotiate and execute a contract with the selected project team.

**FISCAL NOTE:**

We anticipate the total project cost for this effort will be approximately \$150,000. All projects relating to the demolition and remediation (and future planning) of the Water Street Redevelopment Site were budgeted this year through the City’s Intergovernmental Fund and may be reimbursed through TID18. There are sufficient funds budgeted for this project.