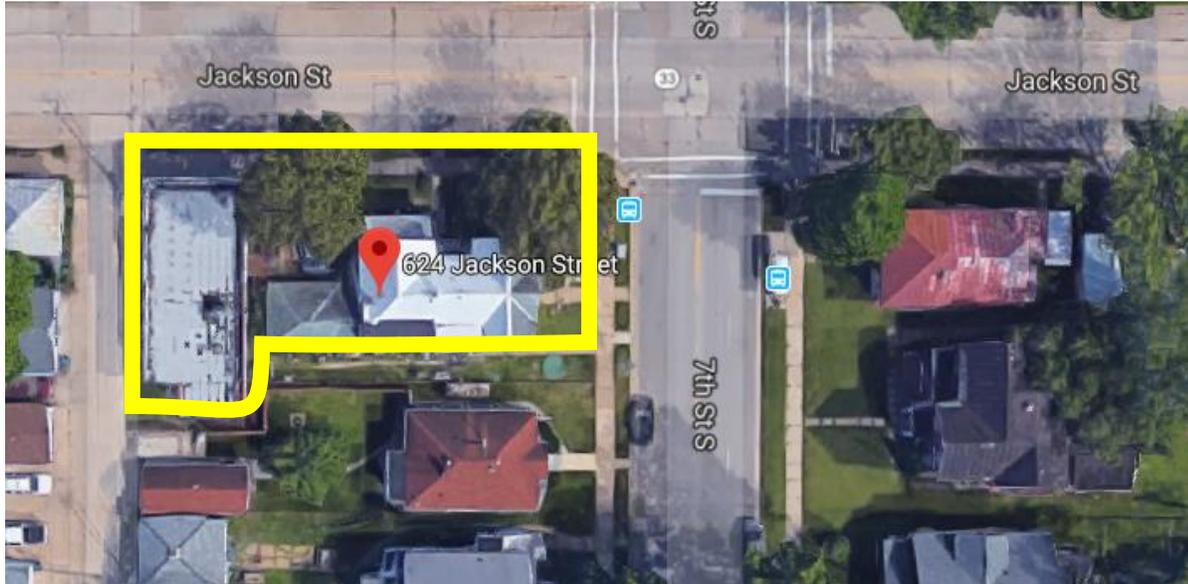


Development Opportunity- Request for Letters of Interest

Price Revised 10/25/19, Zoning Revised 9/19/19

“Plaid Pantry Site”: 618 Jackson and 1004 7th St (Parcels 17-30004-20 and 17-30004-40) an urban site that is approximately 0.205 Acres or 8,929 square feet.



The City of La Crosse is soliciting Letters of Interest for the re-development of a small urban site. The parcels are zoned Traditional Neighborhood Development (TND) General, the selected Developer will be required to submit a Specific Implementation Plan prior to closing on the property. The City is looking for letters of interest for commercial development that enhance the neighborhood or for multi-family housing that is architecturally pleasing and well-designed. The City’s preference is for taxable proposals and will not accept proposals for non-profit or government use. Exceptions to this may be granted for **a day care facility only**.

This is a high priority for development for the City and La Crosse County. The project may be eligible for the La Crosse County Acquisition and Demolition Grant Program.

The City is selling the vacant parcel for \$24,000.

Letters of Interest (LOI) will be accepted on an ongoing basis until an acceptable proposal is received. LOI shall be submitted to Dawn Reinhart at reinhartda@cityoflacrosse.org; mailed or personally delivered to the Planning Department, Attn: Dawn Reinhart, 400 La Crosse St, La Crosse, WI 54601. LOI are due by 5:00pm the first Tuesday of every month, for consideration by the Community Development Committee on the second Tuesday of every month.¹

¹ The City reserves the right to wait to make a decision on a proposal until more than one offer has been made.

Site Background

The site of a former neighborhood pantry, the “Plaid Pantry” was once a neighborhood favorite hangout for ice cream and snacks before it fell into disrepair. The site next door was a duplex which was once a corner commercial area (a hair salon, among other things) that fell into disrepair. The City acquired both of the sites to put them back into productive use for the neighborhood.

The site is located on Jackson Street- a street with approximately 5800 vehicles per day. Jackson St is slated to be re-paved by the Wisconsin Department of Transportation project in 2020, which will include new parking and bike lanes. It’s also located on bus transit lines. The site is located near major employers- Viterbo University, Mayo Clinic Health System and Gunderson Health System.

Letters of Interest Requirements

The City seeks a highly qualified business or developer to realize a vision for this site. The respondent shall be capable of site preparation, financing and project management.

The City is requesting a letter of interest with the following details:

1. Brief qualification statement highlighting the respondent’s experience with projects of similar size and complexity
2. Key aspects of the project, like the development approach, site design, preliminary concept plans for architecture, building materials
3. Estimated proposed square footage or number of units (if multi-family) and size of units
4. Estimated proposed rents, per unit or per square foot (if applicable)
5. Expected sources of financing and estimated total cost, including an estimate of private equity in the project
6. Schedule of major milestones and estimate project completion date
7. Contact information for key staff, their role in this project and qualifications necessary to full fill this role
8. Any other significant factors, requirements, or preferences regarding the respondent’s ability to complete the project
9. WB-13 Vacant Land Offer to Purchase, contingent upon the Community Development Committee’s approval of LOI, CDC approval of final architectural plans, execution of developer’s agreement and any other contingencies Buyer may have such as financing, rezoning, etc.

Anticipated Timeline

- Letters of Interest are received and presented to the Community Development Committee (CDC). Respondent is required to attend the meeting and present their LOI to the CDC.
- The CDC approves a respondent and makes a contingent counter offer to a respondent. Respondent will have 7 business days to deliver binding accepted offer.

- Within 15 days of contingent accepted offer², City to provide a draft developer's agreement to Developer and Developer will have 15 days to respond with comments.
- City and Developer to come to agreement on Developers Agreement within 45 days of CDC approval.
- Within 60 days of CDC approval, Developer shall provide City with full details of proposal, including but limited to full architectural plans, evidence of financing and any additional details requested by Staff.³
- The CDC will review the detailed proposal and Developer's Agreement offer receives FINAL acceptance (contingencies for final architectural plans and execution of developers agreement are satisfied).
- City initiates process for rezoning and any variances for the planned development
- Zoning and variances is secured and closing on the property takes place not more than 30 days after zoning approval
- Developer has 6 months from the date of closing to commence construction.
- Developer has 12 months from commencement to complete construction.

Evaluation Process

Staff and the Community Development Committee will evaluate the proposal based on the following criteria:

1. Qualifications and Experience of Developer and their Staff
2. Project Vision and Development Approach -those who best articulate their vision and its benefits for the neighborhood
3. Project Financial Feasibility and Development Team Capacity-can demonstrate their financial capacity to develop a project of this scope.

Reservation of Rights

The City reserves the right to:

- Cancel or withdraw the Request for Letters of Interest
- Modify or issue clarifications
- Reject any submissions for any reason
- Consider a submission that is in non-compliant with the submission requirements
- Reject all submissions that are submitted under the LOI
- Modify the deadline for submissions or other actions
- Reissue the LOI, a modified LOI, or a new LOI, whether or not any submissions have been received in response to the initial LOI issuance.

² At any time during the contingent offer period and for any reason either Party may choose cancel the agreement and release their right to title and interest in and to the contract, and any and all claims to the RLOI.

³ More time may be given during this timeline depending on the complexity of the proposed project (i.e. Developers intention to acquire more properties around the site)

Notice of Modification

The City will post at this website: www.cityoflacrosse.org/lots information regarding cancellations, withdrawals, modifications to deadlines, and other modifications to this request. Developers shall have the obligation to check the website for any such notices and information, and the City shall have no duty or obligation to provide direct notices to respondents.

Ownership and Use of Submissions

All submissions shall be the property of the City and the City may use any and all ideas in any submission, whether the submission is selected or rejected.

Further Efforts

The City may request that respondents clarify their submissions and/or submit additional information pertaining to their submissions. The City may request best and final submissions from any developer and/or request an oral presentation from any developer.

Non-Binding

The selection by the City of a respondent indicates only intent by the City to continue with the selection process and/or negotiate and the selection does not constitute a commitment by the City to execute a final agreement or contract.

Non-Liability

By participating in the process, the developer agrees to hold the City of La Crosse and its officers, employees, agents, representatives, and consultants harmless from all claims, liabilities, and costs related to all aspects of this solicitation.

Project Points of Contact

For questions related to this project, please contact:
Dawn Reinhart
Neighborhood Housing Development Associate
City of La Crosse
(608) 789-7360
reinhartda@cityoflacrosse.org