

WINDSOR DOWNTOWN – DEVELOPMENT RFQ/RFP

INTRODUCTION:

The Town of Windsor is a rapidly growing community on Colorado’s North Front Range. Situated adjacent to I-25, Windsor shares boundaries with Ft. Collins, Loveland, Johnstown, Greeley, Severance and Timnath. Local community amenities have established Windsor’s reputation as a great place to live and combined with its central location in the region, Windsor is experiencing a surge in housing development. In 2016, the Town permitted nearly 700 new single family residential units, outpacing even the larger surrounding communities. With a population approaching 25,000, Windsor has recognized the importance of providing a unique downtown shopping, dining and entertainment opportunity to bolster our attraction of new residents and businesses.

The Town of Windsor and Downtown Development Authority share a vision for the future of Windsor’s core. Established through several community plans and discussions, the vision is to create a mixed-use destination, blending an optimum fusion of residential, retail, hospitality, dining and entertainment options. New development will provide an infusion of capital into downtown while encouraging restoration of underutilized historic buildings along Main Street. Leveraging proximity to Windsor Lake and Boardwalk Park, proposed development will attract new and diverse housing options to provide a 24/7 vibrancy to downtown. Balancing the demand for parking, development will collaborate on solutions to provide both long and short term convenient parking to employees, businesses, residents and visitors to Windsor.

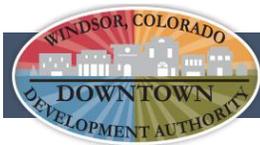
With the recent completion of a redevelopment partnership to breathe new life into the Windsor Mill, the Downtown Development Authority (DDA), with support from the Town of Windsor, is looking to take our next step in ramping up the vitality of our community’s core. The first step of the process is to identify development teams who have the required technical capacity and experience to serve as master developer for several parcels of publicly owned land. During the second stage of the proposal process we will narrow the pool of qualified applicants, and will ask top development candidates for detailed proposals to evaluate the following considerations:

- Overall vision for the downtown;
- Developer-proposed use mix based on understanding of the local market, as well as demonstrated ties with such uses;
- Financial capacity to deliver on the vision;
- Proposed incentives or public/private partnerships.

STAGE 1 – QUALIFICATIONS

Qualifications statements are intended to be a clear, concise demonstration of your capacity to serve as a master developer for a coordinated, multi-dimensional project in downtown Windsor. Interested teams are asked to provide the following information:

- 1) **Statement of Interest** – Describe your experience and the top 3 reasons why your team is supremely qualified to serve as master developer in Windsor.
- 2) **Project Examples** - Include drawings and illustrations of example projects, your team’s role in the project, total square footage, breakdown of uses, total cost, and a breakdown of total public incentives. These projects should illustrate your capacity for a similar project in Windsor as well as highlight the breadth of your abilities.



- 3) **Proposed Project Team** – Include key project staff members and any key team members who will be advising on the project.

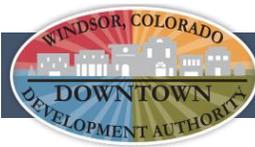
We ask that you limit your proposals to seven (7) pages to ensure a concise and timely review process. The deadline for submittal of qualifications is March 20, 2017 by 5:00PM Mountain. All qualifications statements shall be submitted in digital format (PDF) to director@windsordda.com

A committee comprised of representatives from the DDA and Town will review the qualifications statements and will advance the most qualified teams to the second stage of the process. Once the list has been narrowed, teams submitting qualifications statements will be contacted with further information about proceeding to Stage II.

STAGE II – PROPOSALS

Teams proceeding to the second stage will be formally invited to submit a detailed proposal outlining their vision for a project in downtown Windsor. The proposals shall include the following three components:

- 1) **Vision Statement** – Show us your vision for downtown, specifically highlighting the properties and opportunities you see in Windsor. We are not providing any limitations to this visual marketing element to enable you the best opportunity to communicate your vision in any media you choose – physical, virtual, digital, paper, etc. Your vision will be evaluated on how it best advances the overall vitality of downtown Windsor as well as your communications ability to enthuse and motivate public support for the proposal. The vision statement should also include your overall approach to the character of the development to provide the review panel with an understanding of character of the development and how it might integrate with the existing fabric of downtown. (Note that although several properties have been consolidated by the Town/DDA, we anticipate that your vision could extend beyond these parcels. We encourage your creativity in working with other properties as this process unfolds.)
- 2) **Proposal Summary** – This document should provide the relevant information describing your specific proposal for the property, including:
 - a. Philosophy of serving as master developer including how you approach relationships with surrounding property owners and other developers who may be working in the area;
 - b. Targeted mix of uses, including any market justification validating your proposed mix;
 - c. Development program, including anticipated/estimated square footage/units of uses;
 - d. Limitations or assumptions of the development program.
- 3) **Financial Summary** – This section will describe the financial wherewithal associated with your development team. The information contained within this section will be held in confidence due to its proprietary nature. To this end, we ask that the Financial Summary be packaged separately from the remainder of the proposal so that we can ensure confidentiality. Information should include:
 - a. Total development value completed by company;
 - b. Total value of development currently in progress;
 - c. Amount of capital investment available to dedicate to this project;
 - d. If possible, generally discuss anticipated construction value of proposed development and impact on local tax revenue streams;
 - e. Anticipated timelines and phasing information; and



- f. Anticipated public incentives required for delivery of the proposed development, including any public/project improvement fees, tax increment financing elements, land donations, process streamlining or other inducements and incentives.

Upon receipt and review of the Proposals, a team of representatives from the DDA and Town of Windsor will create a short list of firms with which to conduct interviews. Short-list notification is anticipated to be completed approximately two weeks following the Proposal submittal deadline, with interviews approximately two weeks following notification.

Following the interviews, the review panel will select the preferred finalist. The relationship between the master developer and the DDA/Town will be formalized via a Letter of Intent (LOI) and any other necessary agreements describing the working relationship between the two entities.

This master developer will then be asked to create a detailed development proposal and pro forma for review by the DDA and Town. This final proposal will include detailed development information as well as economic analysis of the proposed project, along with final negotiations for incentives. Due to the importance of this project, the master developer will be asked to host an opportunity for the community to provide feedback regarding specific details of the development. Utilizing this information, the master developer will then finalize the development program for adoption by the DDA/Town. This formal approval is anticipated to include finalization of details regarding financial inducements and incentives required to carry the project forward.

PROJECT AREA:

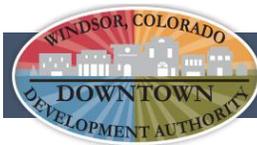
The Town of Windsor and Downtown Development Authority have taken deliberate steps to create the most viable opportunity to advance the goal of a vibrant community center. Several parcels of property are anticipated to be available to the master developer in creating an overarching approach.

VICINITY MAP:



DEVELOPMENT TIME HORIZON:

The timeline of the development project has not been defined. Based upon the regional market, there may be changes in demand over the course of buildout. The Town and DDA aim to enter into an arrangement with a development team to make timely and incremental improvements that ultimately support a vibrant downtown while progressing toward a cohesive vision for the area.



Each block has specific conditions that should be acknowledged in the development proposal:

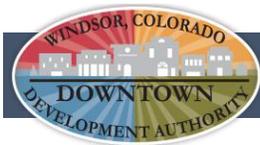
- ❶ **DDA Parcels** – North of Main from 3rd to 5th Street – This parcel was purchased by the DDA and has been used as a temporary parking lot. Access to the rear of businesses fronting Main Street is a key consideration with the possibility of providing parking and an enhanced alley design that enables deliveries and circulation. Funds are available to assist with undergrounding of utilities in this block. 1.76-acres.
- ❷ **Bertsch Parcel** – North of Ash from 5th to 6th Street – This parcel is under contract by the DDA to purchase with the purpose of including in the overall development plan. 1.0-acre.
- ❸ **Town Public Works** – North of Ash from 6th to 7th Street – This block is owned primarily by the Town who will be relocating the public works operations to a new facility in 2017. The remainder of the block is owned by the Windsor American Legion. In late 2016, the Legion met to identify possible options to address their needs in the future, along with pros and cons of their current facility in relationship to a new location. Discussions with the Legion are ongoing. As the Legion’s leadership provides guidance as to their preferred future, we will provide updates to proposing teams. In any case, the development team should be aware that discussions and engagement with the Legion will be an important part of this project. 1.36-acres. The Legion parcel totals .42-acres.

Additional properties not currently under DDA/Town control may also provide expanded opportunities for teams to consider in approaching this project. Development teams should also consider the overall impact and need for parking in the district. The Town and DDA view parking as a broad issue that will require innovative and collaborative solutions. The successful team will highlight opportunities they see to help address this issue.

PARCEL DETAIL MAP:



In 2016, the community considered the viability of locating a new Library in the downtown area. A feasibility study indicated that although a location near Ash and 5th Street was viable, property assemblage had the potential to complicate execution of the project. This report is available and can provide some valuable background into development considerations in the area. (See Additional Resources links below.)



DEVELOPMENT INCENTIVES:

The Town of Windsor and Downtown Development Authority recently partnered with a private developer to advance revitalization of the Windsor Mill. This project was viewed as a catalyst project, utilizing tax increment financing and other capital funding sources to help launch Windsor’s downtown as a hot spot for investment in Northern Colorado. Due to the catalytic nature of the project, a variety of resources were made available to advance this critical community project. The cooperative nature of the players involved enabled the full development package to be completed and formally approved in less than six months, demonstrating the ability of Windsor to partner in making great things happen.

We anticipate that a partnership will make this project successful, including the following possible incentives:

- 1) **Availability of Town/DDA property;**
- 2) **Tax Increment Financing;**
- 3) **Façade Improvement Program;**
- 4) **Town Fee Waivers; and**
- 5) **Streamlined approval process.**

ADDITIONAL RESOURCES:

Several documents may be useful for proposing teams to review. The following document links are available for your convenience. To view the documents, click on the links below:

- [DDA Plan of Development](#) – Highlights the founding plan for activities to guide the DDA.
- [Library Feasibility Study](#) – Provides an overview of development potential in the project area.
- [Design Report: DDA Parcel](#) – Illustrates three design concepts previously explored for the DDA owned parcels stretching from 3rd to 5th Streets.
- [Design Guideline & Financing Plan](#) -Shows key design concepts developed for the broader downtown area.
- [Mill Feasibility Study](#) – Demographic analysis along with redevelopment concepts for the Mill property.
- [Parking Study](#) – This report highlights general parking information in Downtown Windsor.
- [Zoning](#) – The development code is currently under review by the Town. We anticipate working closely with development teams to align the vision and codes as we progress through the process.

CONTACT & QUESTIONS:

All questions will be answered in writing. To receive updates regarding the process, please register your interest by emailing staff at director@windsordda.com. The deadline for questions is March 8 via email. Responses will be provided to all firms who have expressed an interest in the project by March 10.

Anticipated Schedule (All Dates May Be Subject to Change)	
RFQ/RFP Issued	Tuesday, February 28, 2017
Deadline for Questions	Wednesday, March 8, 2017
Response to Questions	Friday, March 10, 2017
RFQ Deadline	Monday, March 20, 2017
Phase II RFP Deadline	Mid to Late April
Phase II Interviews	Early May
Finalist – Letter of Intent	June