

# **Verona Community Development Authority Request for Proposals**

Rehabilitation and Redevelopment of Former School Site  
401 W. Verona Ave. and 420 Church Ave.

# Verona, WI Hometown, U.S.A.

As Madison's southwest gateway community, Verona, WI is one of Dane County's fastest growing communities. Just 15 minutes from the Wisconsin State Capital and the University of Wisconsin-Madison, regional and national sporting events such as Ironman Wisconsin and Crossfit Games attract hundreds of thousands of visitors each year to the area. U.S. Hwy. 18/151 connects Verona to Madison, WI and Dubuque, IA facilitating approximately 30,000 vehicles per day traveling the Verona segment.

Highly regarded, the Verona Area School District and the redevelopment of our downtown offer an exceptional quality of life to our residents. In 2017, the City invested \$3.4M in a major streetscape improvement process of S. Main St. that included terrace paving, pedestrian lighting and amenities, street reconstruction, and a fountain installation at Hometown Junction. Verona Area Community Theater who puts on approximately 11 shows per year, built additional space for performances and programs a new 15,000 SF facility downtown in 2017. The project cost \$2M and was partially funded with a revolving loan of \$300,000 provided by Verona Economic Development Commission.

Verona intends to remain Hometown, U.S.A. by providing its residents and visitors with unique community and commercial experiences, as well as a variety of housing choices. The Verona Area School District will transfer ownership of the Sugar River Elementary School and New Century Charter School sites to the City of Verona following their move into other district facilities (Fall of 2020).

*The purpose of the CDA is to eliminate or prevent blighted areas; provide and retain gainful employment opportunities and affordable housing; encourage growth of the City's tax base; and stimulate the flow of investment capital into the City using a variety of financing methods available.*

The City of Verona Community Development Authority (CDA) is requesting redevelopment proposals for the future redevelopment of these sites. Community Design Solutions (CDS) has drafted some initial [concept plans](#) and gathered public input in an effort to help guide the direction of the redevelopment. The New Century Charter School building may be eligible for listing on the State and National Historic Places (Attachment A). (Interior circulation, common areas, door rhythm, and exterior must remain in place.)



Hometown Junction in Downtown Verona



Military Ridge State Trail



# New Century Charter School

**Address:** Located at 401 W. Verona Ave., south of W. Verona Ave., north of Church Ave., east of Legion St., and west of S. Marietta St.

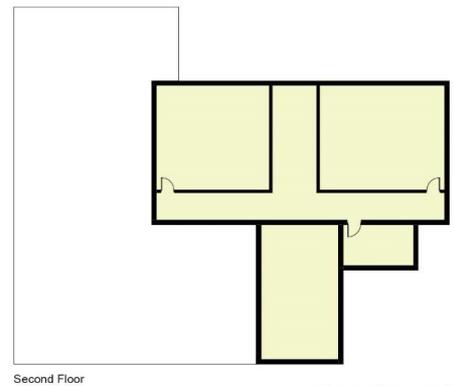
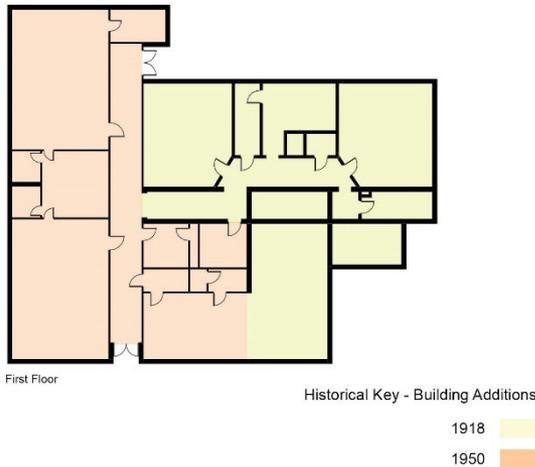
**Background:** Built in 1917 by James R. Law Architect, the building was added on to in 1950. It is the first school in Verona and first charter school in Wisconsin. This may be eligible for listing on the State and National Historic Places (Attachment A) and must remain in place.

**Size:** 12,190 SF

**Acres:** Planning area is 14 acres and would require additional property assembly. Both school sites are a total of 12 acres.

**Amenities:**

- Frontage on W. Verona Ave. (7,800 AADT)
- Two blocks from downtown
- Limited Service Bus Stops on W. Verona Ave.
- Three large trees in front and side yard to remain in place.
- See [VASD Facilities Study](#)





# Sugar Creek Elementary School

**Address:** Located at 420 Church Ave., south of W. Verona Ave., north of Church Ave., east of Legion St., and west of S. Marietta St.

**Background:** Built in stages from 1956-2000.

**Size:** 64,040 SF

**Acres:** Planning area is 14 acres and would require additional property assembly. Both school sites are a total of 12 acres.

**Amenities:**

- 12.2 acre site near downtown Verona prime for redevelopment.
- See [VASD Facilities Study](#)



# Project Goals & Preferred Uses

## Project Goals

This 12+ acre infill redevelopment project is a unique opportunity for the City of Verona to expand the city's tax base, maximize pedestrian activity thereby contributing to downtown's vitality and create public programmable spaces. The City of Verona encourages developers to work cooperatively in presenting integrated or master-planned solutions to enable complementary companies with unique capabilities to work together for the best combination of performance, cost, and delivery for this RFP. Potential projects must:

- ▶ Utilize high quality design and building materials.
- ▶ Provide safe and efficient site circulation within the context of the existing neighborhood with pedestrian and bicycle connections to adjacent neighborhood and downtown.
- ▶ Diverse residential and commercial types that complement and/or add options not currently in Verona and meet the needs of Verona residents.
- ▶ Creative rehabilitation of New Century Charter School building that provides public access and amenities to help drive pedestrian traffic and retain its historic character. Preference will be given to proposals that elect to list it on the Registry of Historic Places.
- ▶ Conform to the City of Verona's Sustainability Resolution (Attachment B).

## Preferred Uses

- ▶ Commercial, makerspace, residential, and public programmable spaces
- ▶ Public spaces may include a community center for seniors, active adults and students, and pool.



# Proposal Requirements

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- ▶ **Executive Summary.** This section should articulate the developer's vision for the site and benefits of the proposed work for the surrounding neighborhood and the community as a whole.
- ▶ **Approach.** The City of Verona will recognize team arrangements provided that relationships are identified and fully disclosed; and the designated prime developer is fully responsible for all performance standards of a potential Development Agreement. This section should include details about how the developer will approach the project, public engagement methods, and project team responsibilities. Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the staff that would be assigned to this project.
- ▶ **Successful Urban Redevelopment Project Examples.** Include detailed descriptions and photos of other successful urban redevelopment projects completed by your firm.
- ▶ **Development Organization's Overview.** Provide the following information about your company: Official registered name; key contact information and contact information for the person authorized to contractually bind the organization for any proposal against this RFP; brief history of the organization, including year established and number of years your development team has taken on similar projects; brief financial history of the organization.
- ▶ **Level of Investment and Financial Viability.** Developers shall include land acquisition, development costs and sources of funds.
- ▶ **Scope of Work.** Propose a project implementation timeline and performance standards for the construction work to be completed.
- ▶ **Submittal Format:**
  - ▶ Email digital copy of proposal to [katherine.holt@ci.verona.wi.us](mailto:katherine.holt@ci.verona.wi.us).
  - ▶ Proposals must be prepared on standard 8 1/2" X 11" letter-size paper
  - ▶ Eight (8) copies of each proposal and a digital copy must be delivered to the attention of the following authorized representative:

City of Verona  
Katherine Holt  
111 Lincoln St.  
Verona, WI 53593

- ▶ Proposals must be received by **4:30 pm, March 30, 2020**

# Selection Criteria

Criteria	Points
Proposal is architecturally unique, creative in its use and activates the street and public spaces.	20
Proposal maximizes the use of the site and provides long-term financial benefits for the City.	20
Includes diverse residential options including affordable, senior and other housing types needed in the community.	15
Implementation of energy efficient and environmentally sustainable design.	15
Developer is a partnership and/or an organization with diverse resources and a successful track record.	10
Overall investment level and proof of financial viability evidenced in the proposal.	5
Developer's credentials, financials and accreditations are current and in good standing.	5
Incorporates public spaces and maximizes connections to adjacent neighborhoods and downtown.	5
Proposal is complete and includes relevant information for each section.	5

## Special Notes:

- The contents of this packet are for informational purposes only and are without warranty. Development teams should rely exclusively on their own investigations and analyses.
- The City of Verona is not responsible for any costs incurred by the Developer in formulating a response, or any other costs incurred such as mailing expenses.
- The City of Verona is a municipal corporation legally bound to comply with the Wisconsin Public Records Law and Open Meetings Law (see sections 19.32-19.39 and 19.81-19.98, Wis. Statutes) and that, unless otherwise clearly allowed by law to be an exception to the Public Record Law and confidential, all aspects of this RFP are subject to open disclosure and are a matter of public record.
- The City of Verona reserves the right to reject any or all offers and discontinue this RFP process without obligation or liability to any potential developer, award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and award more than one contract/right to develop.

# Selection Process

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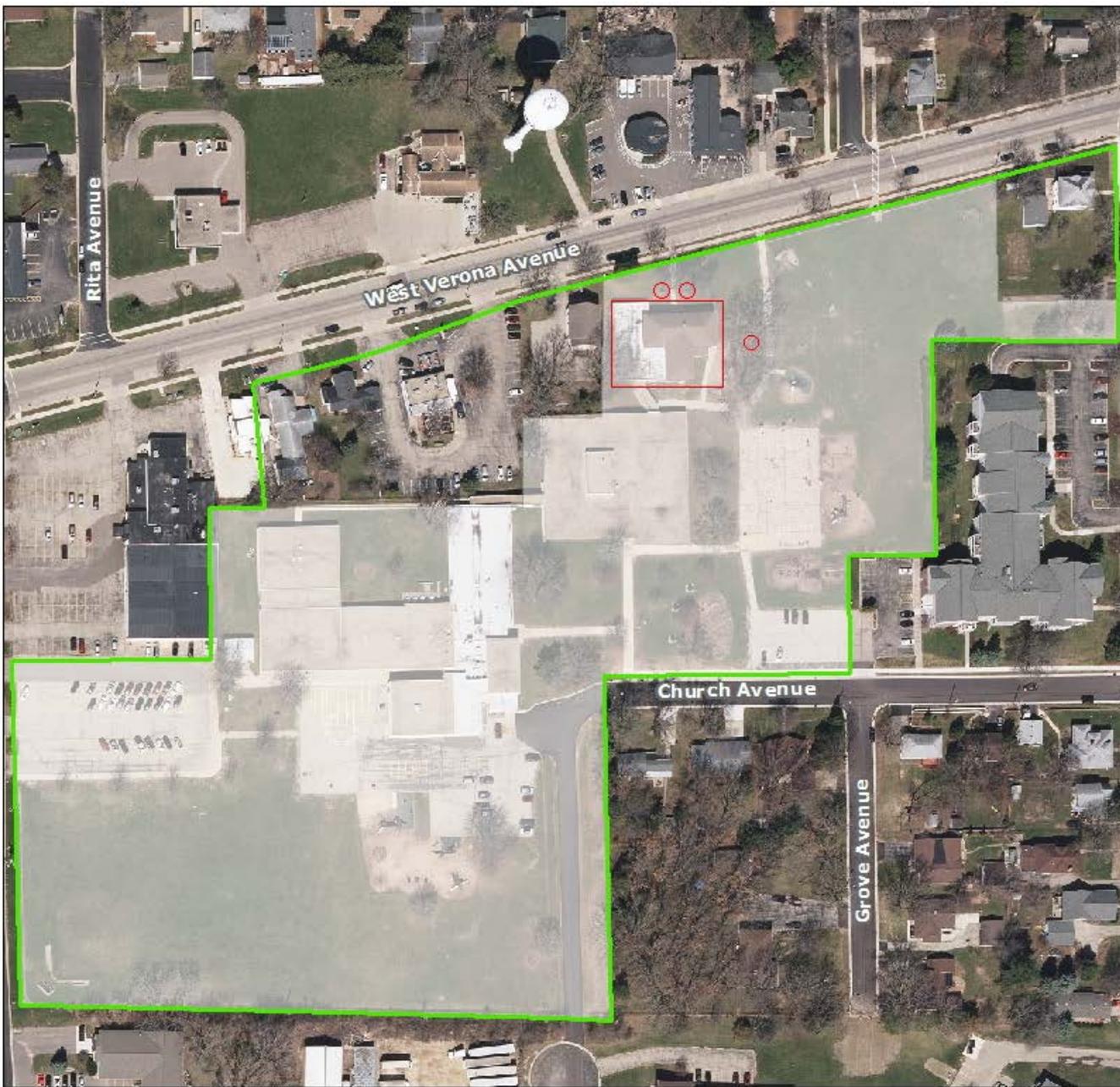
- ▶ All questions need to be submitted in writing by **March 6, 2020**. Responses will be posted to the City website at: <https://www.ci.verona.wi.us/697/Sugar-Creek-Elementary-School-Site> .
- ▶ If you like to tour the site privately, please contact our staff to arrange your visit.
- ▶ Any additional questions must be submitted in writing to Katherine Holt, Community Development Specialist at [katherine.holt@ci.verona.wi.us](mailto:katherine.holt@ci.verona.wi.us). Additional documents, including the Downtown Mobility and Development Plan are available by request and/or at: [www.ci.verona.wi.us/232/Plans-Studies](http://www.ci.verona.wi.us/232/Plans-Studies)
- ▶ The CDA will make a recommendation to the Common Council for formal acceptance of the proposal.
- ▶ The Developer will enter into a development agreement within six months of the Council's formal development acceptance.



# Important Dates

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Event	Date
RFP Released	January 6, 2020
Proposal Due Date	March 30, 2020
Staff Review of Proposals	April 2020
Interviews	April 2020
Selection of Proposals by CDA	May 2020
City Council Action	June 2020
City Acquires Property from VASD	November 1, 2020 (tentative)
Developer Agreement Signed & Property Acquisition	November 2020

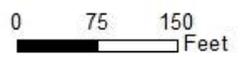


**Request For Proposals**

-  Property Boundary
-  Community Development Solutions Planning Area
-  Trees to Remain
-  Building to be Rehabilitated



1 inch = 150 feet



Printed: 11/12/2019

