Opportunity Winona Redevelopment
60 Main Street – Lot #7
Winona, MN

Issuance Date: November 3, 2016
Proposals Due: December 31, 2016

Port Authority of Winona
207 Lafayette Street
Winona, MN 55987
www.portofwinona.com
507.457.8250
Background Information – City of Winona’s Evolution

The City of Winona is located in Southeastern Minnesota along the banks of the Mississippi River. Known as the Island City, Winona covers 24 square miles, with much of the area being composed of bluff land. Winona’s population is 27,592 with 12,000 students attending Winona State University, St. Mary’s University, and Minnesota State College Southeast. The students help create a vibrant housing market with many visiting families and guests utilizing local hotel rooms. The City has long been a regional hub for education, arts and tourism, manufacturing, and healthcare. The Mississippi River, and other abundant natural resources, provide a variety of outdoor recreation opportunities.

Winona is considered a regional employment center, providing jobs in education, manufacturing, healthcare, and finance. Approximately 2,800 people cross the Mississippi River from Wisconsin to work in Winona each day. With over 20,000 jobs, and 87% of the county’s retail sales, Winona is home to 84% of the county’s employment opportunities. In addition, Winona has favorable property tax rates and utility rates. The City is a transportation hub with easy access to Interstate 90, the Canadian Pacific Railway, a regional airport, and a commercial harbor on the Mississippi River.

With deep cultural roots, there are multiple recreational opportunities for those living and visiting the area. The Minnesota Marine Art Museum features “Art Inspired by Water and showcases works by Picasso, VanGough, Monet, and O’Keeffe. Winona is also home to the Shakespeare Festival, Beethoven Festival, Frozen River Film Festival, Boats and Bluegrass Festival, Midwest Music Festival and Big Muddy Brew and Que.

For those looking for outdoor adventure, the water and bluffs are home to miles of hiking, biking, canoeing, boating, and fishing. Outdoor enthusiasts recognize Winona as home to world class outfitting manufacturers including Wenonah Canoe, Current Design Kayaks, Enlightened Equipment, and Sanborn Canoe.

With a diverse economy and improvements over the years, the City has recently invested in many local economic opportunities including:

- New 120,000 square foot manufacturing distribution center for WinCraft manufacturing a local manufacturer of licensed promotional products for professional and college sports.
- Completion of a $12 million facility upgrade for Cytec, an aerospace composite manufacturer, resulting in 65 new quality manufacturing positions.
- Opening of a multi-million dollar facility for Gypsoil, a manufacturer of soil amendments for the agriculture industry.
- Expansion of outdoor gear manufacturer Enlightened Equipment, resulting in 80 new positions.

In addition to improvements throughout the City, Downtown Winona has also been an area of focus. The City of Winona has a long history of fostering successful partnerships with citizens, local business, developers, and universities that have helped support many of the downtown improvements. Two historic buildings have undergone extensive renovations utilizing Historic Tax Credits, and two additional
building renovations are planned for the near future. Many of the buildings within the historic district have had the upper floors developed into housing. Other public/private partnerships would include transforming the Masonic Temple into a space for music and theatrical performances. The City has made investments in this facility.

**The Mississippi River Gateway – Levee Park**

The Winona community is committed to revitalizing and energizing the downtown area along the Mississippi River to create a welcoming and engaging gateway for residents and visitors. For several years, citizens have met to discuss improvements to Levee Park, located downtown along the River. As a result, the City has approved a new plan for Levee Park that focuses on providing a dynamic pedestrian gateway along the scenic Mississippi River. This entrance, coupled with a newly constructed Interstate Bridge, improvements to a private investment in riverfront condominium housing, and historic Island City Brewery, is bolstering the downtown riverfront development.
What is Opportunity Winona?

Opportunity Winona is a public/private partnership that is investing in a community initiative to bring new growth to an energized downtown environment. It is a coordinated effort to create new jobs, retail, and housing options that will continue to revitalize the downtown area. Initial funding for Opportunity Winona came from a $250,000 commitment from the Port Authority of Winona. The funds are to promote implementation of plans for downtown revitalization including this development at 60 Main.

Opportunity Winona 60 Main Street

Purpose + Project Overview

The Port Authority of Winona is seeking proposals for the Opportunity Winona Lot 7 Redevelopment located at 60 Main Street. Located in the heart of downtown, the site has spectacular views of the Mississippi River. It was identified as a potential redevelopment site in the City of Winona 2007 Comprehensive Plan and is considered by Opportunity Winona as our most desirable site for development. The Port Authority of Winona owns the public parking site and is pursuing a plan to create an active and vibrant development to complement adjacent park land and existing development. Several opportunities for public input and community engagement regarding the development are planned as the development process moves forward.
Existing Property Description

The 60 Main Street site currently consists of a surface-level parking lot overlooking the Mississippi River. The lot is approximately 300’ x 140’ and 42,000 square feet or .96 acres. Adjacent to Levee Park, the redeveloped lot will provide an important transition from downtown Winona, to Levee Park, and the Mississippi River. The surface parking lot supplies 104 public parking stalls for 12 hour parking. In anticipation of redevelopment, the Port Authority has completed Phase I and Phase II Environmental Assessments, as well as Geotechnical Site Assessments. Site excavation and fill will be necessary for both environmental remediation and geotechnical purposes. While the geotechnical testing did uncover the need to remove some organics on the site, funding would likely be available to help defray the cost of remediation and the Port typically has access to fill materials. To request an electronic copy of the Assessments, send an email to: Lucy McMartin at lmcmartin@ci.winona.mn.us.

Goals for Development

The Port Authority will review proposals in accordance with the vision and goals of the Port Authority of Winona and the City of Winona 2007 Comprehensive Plan. The Port worked with ISG, an architectural, engineering, environmental, and planning firm, to provide conceptual designs for the space. The designs provide potential developers an understanding of what the Port is seeking in terms of quality, materials, level of detail, massing, relationship to Main Street and adjacent properties. It also highlights how the views can be maintained (e.g. rooftop amenities), circulation patterns could function, and site could be developed in phases with different uses (e.g. hotel and/or housing) and shared community space (e.g. elevated rooftop and active use areas).
View from Main Street looking Northeast

View from Center Street looking Northwest
Site Considerations

- **Existing Parking:** Retain existing public parking with an effort to increase or encourage shared parking.

- **Main Street:** The City is currently working on a gateway to Levee Park at Main Street. The work will begin at Second Street and continue north into the park. Development of the 60 Main Street site should be sensitive to the aesthetics and landscaping along Main Street. The desired development would incorporate liner storefronts (or other public-oriented space) on the first floor on Main Street, incorporating landscape, trellis, and green features on roofs/sides, where possible.

- **Mississippi River:** The development plan should be sensitive to building height, placement, and views of the Mississippi River.

- **Building Articulation:** Development should incorporate design elements, both horizontal and vertical, that help create visual interest from the street level to the roof top.

- **Materials:** Buildings should be constructed of masonry and other similar durable materials.

- **Access:** Primary site access should be focused to Center Street and the adjacent alley. Main Street will also serve as an access option, but with the proposed shared street design the street may be temporarily closed for public events.

Zoning

The City of Winona is currently in the process of updating the zoning code that is intended to allow for greater height and density. The proposed zoning designation for the property is Mixed Use Downtown Core. This zoning district permits a mix of residential and commercial uses. Under this zoning, the following general regulations would apply to development:

- Height: 75 feet
- Setbacks: None Required
- Front: None Required
- Lot Area: None Required
- Parking: One space per unit within 300 feet

The Port expects a development to potentially utilize the entire lot for the building. If the proposal is not compatible with the zoning regulations outlined above, a description of the necessary amendments to achieve the proposed use should be outlined within the proposal.
Submission Requirements

Proposals are to be submitted in accordance with the following requirements:

- Provide five (5) printed copies of the proposal and one (1) electronic version to the Port Authority of Winona at the address below.
- Contact Information: Names and contact information (i.e. address, email, phone) of authorized representatives/key partners.
- Cover Letter: A letter of interest including a narrative description of the proposed use and vision for redevelopment.
- Timeline: If a phased development, detail of phasing.
- Similar Project Examples: Provide up to five (5) examples of past similar developments.
- Conceptual or Schematic Designs: Ideas for use of the property.
- Project Suitability: Describe why 60 Main Street is best suited for the proposed development and benefits it will provide to the community.
- Cost and Financing: Describe how the project may be funded, identifying potential sources and use of funds.
- Requirements: Identify any required approvals that may be necessary for the proposed project participation (financial, operational, or otherwise).
- Zoning: Describe compliance of proposed use with current zoning and proposed updated Zoning Code, including proposed maximum building height, number of stories, and other parameters.

Other

- Applicants submitting proposals may be interviewed as part of the evaluation process.

- All proposers submitting a proposal acknowledge and understand that proposals meeting the above-referenced goals for development may be subject to public input, public comment, public hearings, and/or other public review in the Port’s sole judgment and discretion and subject to the requirements of the Minnesota Government Data Practices Act. The Port Authority of Winona is considering proposals outlining general development interest in the development. Submission of a proposal outlining an interest in the property shall not be construed as an expectation of any action or obligation by the Port Authority of Winona. Proposers acknowledge and understand that some portion or all information provided in a proposer’s response to this Request for Proposals may at some time become public information pursuant to the requirements of the Minnesota Government Data Practices Act. The Port Authority reserves the right to reject any and all proposals, to not take any action on any or all proposals, to waive procedural irregularities or informalities, to negotiate with any or all proposers, or to require submission of additional information from any or all proposers, all in the Port’s sole judgment and discretion. By submitting a proposal in response to this Request for Proposals, proposers acknowledge and agree to the foregoing.

- The Port Authority shall not be liable for any expenses incurred by the proposer including, but not limited to, expenses associated with the preparation of the proposal or otherwise.
The sections below are addressed in attachments and supplements to this RFP and include:
- Preliminary findings from Maxfield Research 2016 Housing Study
- Hotel demand information
- Conceptual site and architectural renderings for the proposed development

Timeline and Submittal Information

<table>
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<th>RFP Release Date</th>
<th>Deadline to Submit Questions</th>
<th>RFP Submission Due</th>
<th>Review and Consideration</th>
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<td>November 3, 2016</td>
<td>November 21, 2016</td>
<td>December 31, 2016</td>
<td>January/February 2017</td>
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We encourage you to contact us for a personal tour of our City.

**Submittal Information**
Port Authority of Winona  
207 Lafayette Street  
Winona, MN 55987

**Contact Information**
Lucy McMartin (lmcmartin@ci.winona.mn.us)  
Myron White (mwhite@ci.winona.mn.us)  
507.457.8250
The City of Winona contracted with Maxfield Research to complete a housing study. The completed study is expected to be received on or before November 15, 2016. The housing study will be posted at [www.opportunitywinona.com](http://www.opportunitywinona.com). Below are a few of the preliminary findings:

- The average rental vacancy rate as identified through the rental market survey in Winona was 1.6% for market rate properties and 0.7% for shallow and deep subsidy properties. The current rental market in Winona is very tight.

- The community nearest Winona is Goodview. The City of Goodview has a limited amount of rental housing and the units are generally full.

- Employers in Winona are increasingly challenged to find workers. One of the primary constraints to finding workers is the challenge for workers to find rental housing.

- Currently 23,701 workers commute daily to positions in Winona with, 8,217 of them living in Winona, (34.7%); while the remaining 65.3% of workers live outside of the City of Winona of which 58% commute from distances further than 15 miles away.

### Hotel Demand Information

- Due to the construction of the Interstate Bridge and demolition of outdated hotel properties, the City of Winona has lost about 200 hotel rooms in the last 5 years.

- Winona’s larger employers such as Fastenal, Winona State University, and RTP create a demand for weekday rooms.

- Winona State University and St. Mary’s University create demand for weekend rooms. Winona’s visitor guide has over 60 events listed. [www.visitwinona.com](http://www.visitwinona.com). Winona has become known as a town that has events every weekend.
Conceptual Site and Architectural Renderings
CONCEPT ONE (PREFERRED)

USE & SQUARE FOOTAGE SUMMARY:
- RESIDENTIAL UNITS
  SHOWN: (1,500 SF EA) - 32 UNITS
  MAX: (1,500 SF EA) - 46 UNITS
- HOTEL UNITS
  SHOWN: (500 SF EA) - 66 UNITS
  MAX: (500 SF EA) - 162 UNITS
- LOBBY/ENTRANCE
  (1,500 SF EA) - 2 AREAS
- COMMERCIAL SPACES
  (6,000 SF TOTAL) - 3 TENANTS
- PARKING STALLS
  (15,000 SF 1ST LVL) - 50 STALLS
  (24,000 SF 2ND LVL) - 80 STALLS

BUILDING HEIGHT:
- LEVEL 1: 14'-0" PARKING & COMMERCIAL
- LEVEL 2: 14'-0" PARKING
- LEVEL 3: 12'-0" HOUSING/HOTEL
- LEVEL 4: 12'-0" HOUSING/HOTEL
- LEVEL 5: 12'-0" HOUSING/HOTEL
- LEVEL 6: 12'-0" HOUSING/HOTEL
  TOTAL: 10' 0"

FOOTPRINT: 24,000 SF

USE MATRIX:

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<tr>
<th>OPTION 1</th>
<th>OPTION 2</th>
<th>OPTION 3</th>
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<tr>
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<tr>
<td>TWO BEDROOM: 24</td>
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<td>HOTEL ROOMS: 66</td>
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<td>TOTAL UNITS/REQ PARKING: 98</td>
<td>TOTAL UNITS/REQ PARKING: 46</td>
<td>TOTAL UNITS/REQ PARKING: 162</td>
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CONCEPT TWO (ALTERNATE)

USE & SQUARE FOOTAGE SUMMARY:
- Residential Units
  - Shown: (1,500 SF EA) - 30 Units
  - Max: (1,500 SF EA) - 46 Units
- Hotel Units
  - Shown: (500 SF EA) - 48 Units
  - Max: (500 SF EA) - 138 Units
- Lobby/Entrance
  - (1,500 SF EA) - 2 Areas
- Commercial Spaces
  - (6,000 SF Total) - 3 Tenants
- Parking Stalls
  - (12,000 SF 1st Lvl) - 40 Stalls
  - (21,000 SF 2nd Lvl) - 70 Stalls

BUILDING HEIGHT:
- Level 1 - 14'-0" Parking & Commercial
- Level 2 - 14'-0" Parking
- Level 3 - 12'-0" Housing/Hotel
- Level 4 - 12'-0" Housing/Hotel
- Level 5 - 12'-0" Housing/Hotel
- Level 6 - 12'-0" Housing/Hotel

TOTAL - 76'-0"

FOOTPRINT - 21,000 SF

USE MATRIX:

OPTION 1:
- ONE BEDROOM: 4
- TWO BEDROOM: 22
- THREE BEDROOM: 4
- HOTEL ROOMS: 48
- TOTAL UNITS/REQ. PARKING: 78

OPTION 2:
- ONE BEDROOM: 8
- TWO BEDROOM: 30
- THREE BEDROOM: 8
- HOTEL ROOMS: 0
- TOTAL UNITS/REQ. PARKING: 46

OPTION 3:
- ONE BEDROOM: 0
- TWO BEDROOM: 0
- THREE BEDROOM: 0
- HOTEL ROOMS: 138
- TOTAL UNITS/REQ. PARKING: 138

ISG