

THE CITY of *Altoona*



Have you dreamt of opening a small restaurant or retail business? Do you want to get in on the ground floor of a vibrant, cutting-edge new development in downtown Altoona? Now is your chance to make those dreams come true. The City of Altoona is seeking to partner with pioneering entrepreneurs that want to be part of a new container park development planned to open in downtown Altoona in the summer of 2023.

The City hopes to attract two small restaurant operators, two micro-retailers, and a tap room operator to join our downtown family to grow a successful, innovative retail hub that will attract visitors from near and far. We are looking for founders with bold business ideas that will create a buzz and attract visitors to the new development.

The City received a Neighborhood Investment Fund grant to help build the container park, create an innovative and active public space and help small businesses get off the ground by eliminating some of the traditional barriers to starting new businesses, including, most significantly, the capital cost of constructing a building to operate out of. The City is partnering with Containers Up, a Milwaukee-based manufacturer of repurposed shipping containers, to fabricate distinctive restaurant and retail spaces.

Interested businesses are encouraged to apply to the City's **Think Inside the Box Challenge**. The easy-to-fill-out application materials are attached hereto. The applications will be reviewed by a team assembled by the City, and finalists will be invited to meet with the team to present more detailed plans for their business ideas.

Winners of the Challenge will be invited to sign very affordable leases to operate their businesses in the container park. The park will also include an indoor seating area/observation deck, public bathrooms, outdoor seating and a performance stage. Along with the application materials, a project site plan, park renderings and building specifications are attached for your review.

For more information, or if you have any related questions, don't hesitate to get in touch with Mike Golat, City Administrator, or Richard Downey, Assistant City Administrator, at 715-839-6092 or by email at michaelg@ci.altoona.wi.us or richardd@ci.altoona.wi.us.

This aerial map displays the downtown area of Altoona, Iowa, with property boundaries and owner information. A red star highlights the 'Container Park Site' at 20120 441000, owned by Golden Spike. Other prominent locations include the Eau Claire County Building, Golden Spike, Altoona Post Office, and Altoona City Hall/Library. The map shows a grid of streets including Division St, 1st St E, and Lynn Ave.

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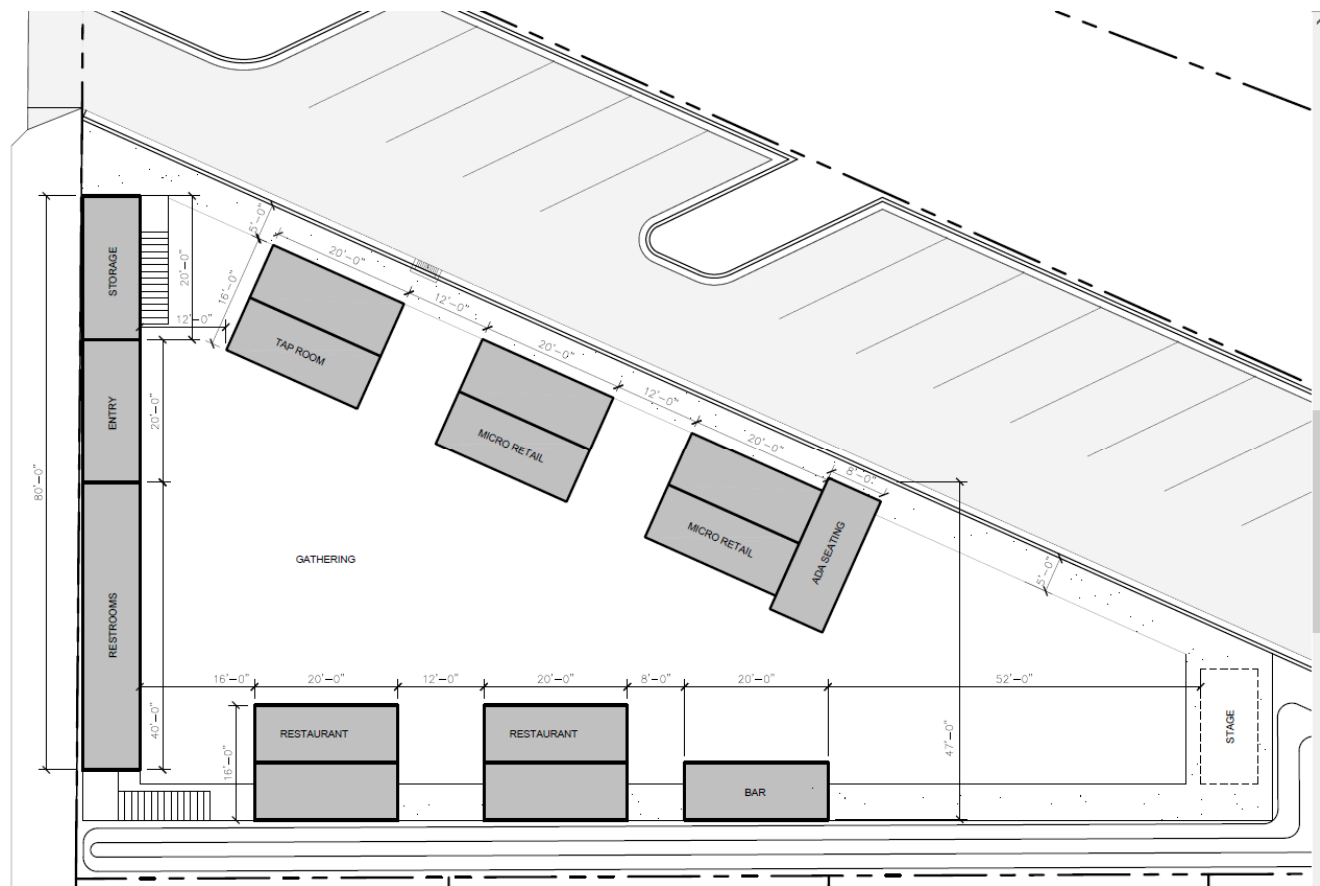
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DIVISION ST

Overall Site Plan



Container Park Renderings





Building Specifications

Restaurants

- 2 twenty-foot containers connected on a long edge—320 square feet
- Front service container will have 2 service windows with inside and outside service rails. Point of sale connection at one window, second window set up for pickup. Menu board between windows.
- Commercial plank flooring
- Ceiling insulated with FRP covering
- 200 Amp electric service
- 1 36-inch man door
- Gas plumbed to 3 locations along the rear wall
- 20-gallon hot water heater with sink
- Insulated walls with FRP covering
- Mini-split for heating and cooling
- Outside lighting between windows
- Rail for signage
- There will be 880 square feet of inside seating space available for dining in the observation deck and 160 square feet of covered outside seating available.
- **Selected restaurant operators will be required to provide kitchen equipment and appliances.**

Micro-retail Buildings

- 2 twenty-foot containers connected on a long edge—320 square feet
- Commercial plank flooring
- Ceiling insulated with FRP covering
- 100 Amp electric service
- Built-in check-out area with lower cabinets, 3 display tables on wheels, and 2 box stands.
- Front of the unit will be full glass and aluminum storefront with double doors.
- Insulated walls with white slats for shelving on three sides
- Mini-split for heating and cooling
- Outside lighting
- Rail for signage

Tap Room

- 2 twenty-foot containers connected on long edge—320 square feet. The back container will have a built-in cooler and dry storage.
- Front container will have 3 service windows with inside and outside rail bars.
- Menu board between outside windows
- Dry storage will include lighting and wire racking
- Man-door from front container to dry storage area
- Commercial plank flooring
- Ceiling insulated
- 100 Amp electric service
- Sink and 20-gallon hot water heater
- Insulated wall covered with FRP
- Outside lighting
- Mini-split for heating and cooling
- Rail for signage