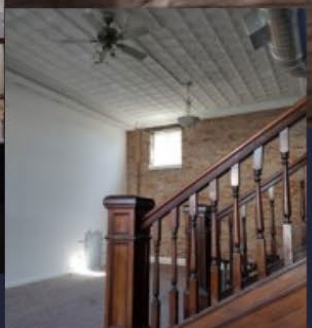
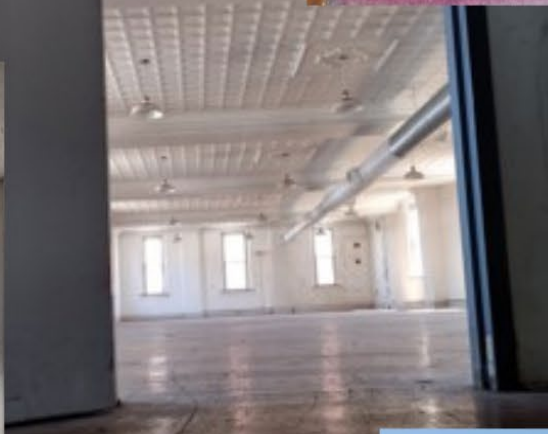




# KAPLON BUILDING

102 W Potomac Street, Brunswick MD





## **REQUEST FOR STATEMENT OF INTEREST**

Date Issued: April 17, 2023

102 West Potomac Street – Brunswick Cornerstone Revitalization

INVITATION FOR STATEMENT OF INTEREST  
BY  
BRUNSWICK CITY  
1 WEST POTOMAC STREET  
BRUNSWICK, MD 21716

**SUBMIT TO:** Brunswick City  
Attention: Julie Martorana, City Administrator  
1 W. Potomac Street  
Brunswick, MD 21716

**STATEMENT OF INTEREST  
SUBMISSION DEADLINE:** JULY 17, 2023

***PLEASE NOTE:*** This is NOT an invitation for bids or requests for proposals, therefore, no City terms and conditions or contractual language is contained herein, nor is it required in your response. No contract award will result from this solicitation.

**Introduction:** The City of Brunswick, MD was incorporated in 1890 (Population 8034 per v2020 estimates [www.census.gov](http://www.census.gov)) and is located in Frederick County. Brunswick is a major stop on MARC Train line and is home to a wide-range of natural resources like the C&O Canal and Towpath, the Potomac River and minutes away from the Appalachian Mountains and Trail.

The Brunswick Cornerstone Revitalization Concept started in 2020 with the Downtown Acquisition Program by the City of Brunswick (see Attachment 1). Two buildings have been bought with the help of Maryland State grants. The first building located at 32 West Potomac (the Newberry Building) was sold in 2022 by the city at a price significantly lower than market rate to spur new investment downtown through partnerships between the public and private sector.

A comprehensive community master plan (to be completed Summer of 2023) will show four buildings located in the heart of the downtown area that are in need of rehabilitation (one of which is the Newberry building at 32 West Potomac that has been sold). Each property is located in the Conservation District. The comprehensive plan will also show the new 48 unit affordable housing building to be built facing the train tracks on South Maple Avenue and the four newly renovated commercial spaces fronting West Potomac Street (construction to begin June 2023). A Small Area Plan also shows the downtown area and its potential for development (Attachment 2).

The second building purchased as part of the Downtown Acquisition Program is at 102 W. Potomac Street (also known as the Kaplon Building). Through a Request for Statement of Interest (RFSI)/Proposals process, the City of Brunswick is soliciting the interest of potential private/public entities that may want to partner/develop this property. The City of Brunswick intends to work closely with a potential developer/partner to buy/lease or lease to buy, etc. the building. Investors should focus on the community and City's vision for this property. This vision can be seen on the report (Attachment 3) from the community meeting focused on the future of the Kaplon Building held in August of 2022.

## **Request For Statement of Interest 102 West Potomac Street – Brunswick Cornerstone Revitalization**

### **Description of Opportunity**

**Site Description and Zoning:** The subject property is in downtown Brunswick and within the corporate limits of the City of Brunswick. It is situated south of Interstate 340 and east of Route 17. The immediate area is improved primarily with commercial properties including City Hall, restaurants, retail and service industry offices such as Roots & River Yoga, Five Dances Acupuncture, Caines CPA office, State Farm, etc.

This property is zoned B-2 by the Brunswick City Zoning Ordinance

“The B-2 District is intended to maintain the unique character and pedestrian scale of the downtown area, and to be the central shopping, service, office and entertainment center for the community and the surrounding region. Stores and other facilities should be grouped together in an attractive and convenient manner with particular attention being paid to the safety of pedestrian travel and the protection of adjoining residential areas. It is essential that this District have excellent vehicular accessibility from both the central community and the region and that safe and adequate off-street parking and loading areas are provided.”

The City is interested in receiving proposals that would lead to economic development, in its downtown core and act as a catalyst for neighborhood revitalization. Developers should strive to ensure that the completed use is coordinated and balanced; that the development sustains walkability; and utilizes a combination of civic and environmental design as well as adhering to the Conservation District regulations (see Attachment). *Authors of the Letter of Interest or their authorized agents are expected to fully inform themselves as to the conditions, requirements, and specifications before submitting their letters; failure to do so will be at the author's own risk.*

The City of Brunswick seeks a qualified and creative developer to transform 102 West Potomac Street property into a vibrant, possible mixed-use development center in accordance with applicable regulations. It is the City's desire to receive a Statement of Interest that will lead to the creation of a true focal point downtown, while maintaining and enhancing safety, livability, and recreation. The completed project will provide a welcoming environment for all people and a sense of community for the City of Brunswick. The city is open to a wide range of incentive packages with a potential developer/partner. Submissions by parties are encouraged to be creative with ideas on how the City may support this development.

### **Examples of Incentive Option**

*These are just some ideas of possible incentive options that the city would consider. We encourage you to come up with options that would best work for your plan.*

~Sliding scale of purchase price based on proposed renovation (if the renovation cost is more than market value, then the purchase price would be lowered).

~If the path of a Rent Guarantee Agreement is taken with the developer/partner, it will be for a designated period, provided the developer delivers the product prescribed in a Development Agreement with the City. Under the Rent Guarantee Agreement, the developer will provide lease contracts for commercial/residential spaces that they have in place at the end of construction. The city will guarantee the rents (market rate) for any “finished” space losses experienced by the developer/partner due to vacancies up to 3-6 months.

~Possible purchase for \$ \_X\_. Developers would have to guarantee \$ \_X\_ of renovations per years 1, 2, and 3.

~Brunswick City would consider paying all the closing costs for a developer who would renovate this property focused on the City/community’s vision.

~Brunswick City would consider contributing “\_X\_”% of renovation cost.

### **Process and Criteria for Selection of Developer/Partner Selection Process**

Each submission of letters of Interest should include:

- Plans for renovation or demolition;
- Use planned when demolition has been completed;
- Incentive area to be pursued;
- Anticipated neighborhood impact. If applicable, address:
  - Traffic
  - Parking;
- Discuss how your proposed use is compatible with the surrounding neighborhood;
- Anticipated date of project / redevelopment completion;
- A brief history of LOI author, a statement of the respondent’s interest in the proposed property and describes strengths that enhance your ability to develop the property and carry out any proposed improvements to the property.

### **Material to be Submitted by Interested Developers**

- I. The Statement of Interest is due by July 17, 2023, using the form provided at the end of this document. All applicants should submit the information requested on the form and:
  1. Description of how financing would be structured—anticipated mix of debt and equity; expected sources of equity.
  2. Estimated cost to renovate or create commercial/dwelling units.
  3. A description of the submitter’s development plan, including detailed project budget, floor plans of units, description of amenities and finishes.ALL INFORMATION must be submitted in ONE PDF document and sent to: [Kaplon@brunswickmd.gov](mailto:Kaplon@brunswickmd.gov).

## Attachments – Table of Contents

Attachment 1 Downtown Acquisition Program

Attachment 2 Small Area Plan - [Linked Here](#)

Attachment 3 Community Meeting

Attachment 4 Conservation District Guidelines - [Linked Here](#)

### Property Highlights:

The Kaplon building sits on the corner of Maryland Avenue and West Potomac Street in the heart of the downtown district of Brunswick with a private parking lot and newly installed HVAC system in the entire building. The building totals over 15,000+/- square feet with 3,800 feet per floor.

- 2 miles from MD-340
- One block from MARC train station
- 5 miles to Leesburg, VA
- 15 miles to Frederick, MD

### Building specifications:

- Square footage 15,318 SF
- Exterior Construction Brick & block masonry
- Roof Metal standing seam
- Restrooms 2 ADA compliant located on 1<sup>st</sup> floor
- Elevator Yes – inactive
- Stairs Yes
- HVAC (6) 5 ton units
- Utilities PEPCO-Allegheny Power
- Parking Spaces 10 surface spaces

A photograph of a brick wall with a window, serving as a background for the text. The wall is made of red and grey bricks, with some areas of peeling mortar. The window is a simple wooden frame with a concrete sill. The text is overlaid on the image in two orange rounded rectangles.

# Downtown Acquisition Program

Status Update and Process  
Improvements

# What is the Downtown Acquisition Program?

## Purpose

GRANT FUNDED PROGRAM TO PURCHASE UNDERUTILIZED OR BLIGHTED DOWNTOWN PROPERTIES

## Funding

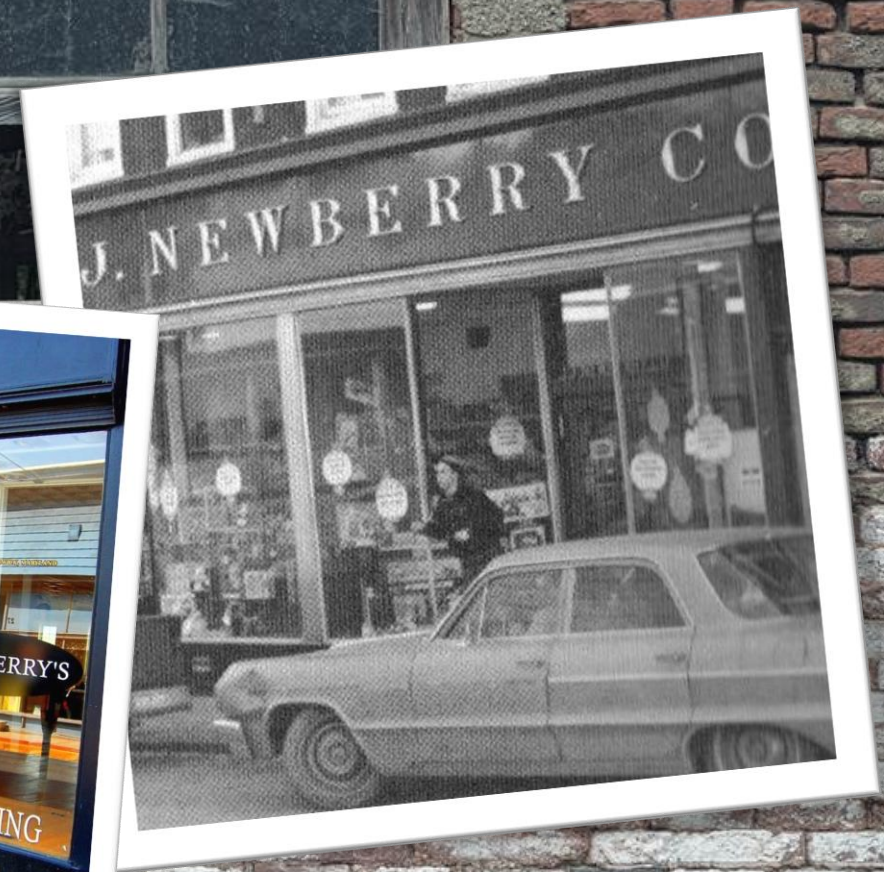
FUNDING PROVIDED BY MARYLAND DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT (DHCD)

## Goal

REVITALIZE PROPERTIES TO RESOLVE VACANCIES AND ENRICH DOWNTOWN ECONOMY



# First Acquisition – Newberry Building




# Second Acquisition – Kaplon Building



1889

**76TH ANNIVERSARY**

1965



VICTOR KAPLON  
(1862-1957)

The oldest one-family controlled business in Frederick County.

We cherish a tradition founded on quality of merchandise, integrity and fair dealing.



(1889-?) BRUNSWICK

**Kaplons**



*Business - Kaplon Building 5/19/2008 Brunswick Citizen*



The Kaplan building is seen in downtown Brunswick recently.

## READY TO RENT

Owner of Brunswick's Kaplan building seeks upscale clients

# What impact will the Kaplon Building have now?

Community Collaborative Space

Design Offices



Trade School

# Process: Determining Building Use

Public  
Feedback

- Assess Ideas for Feasibility

Expert  
Feedback

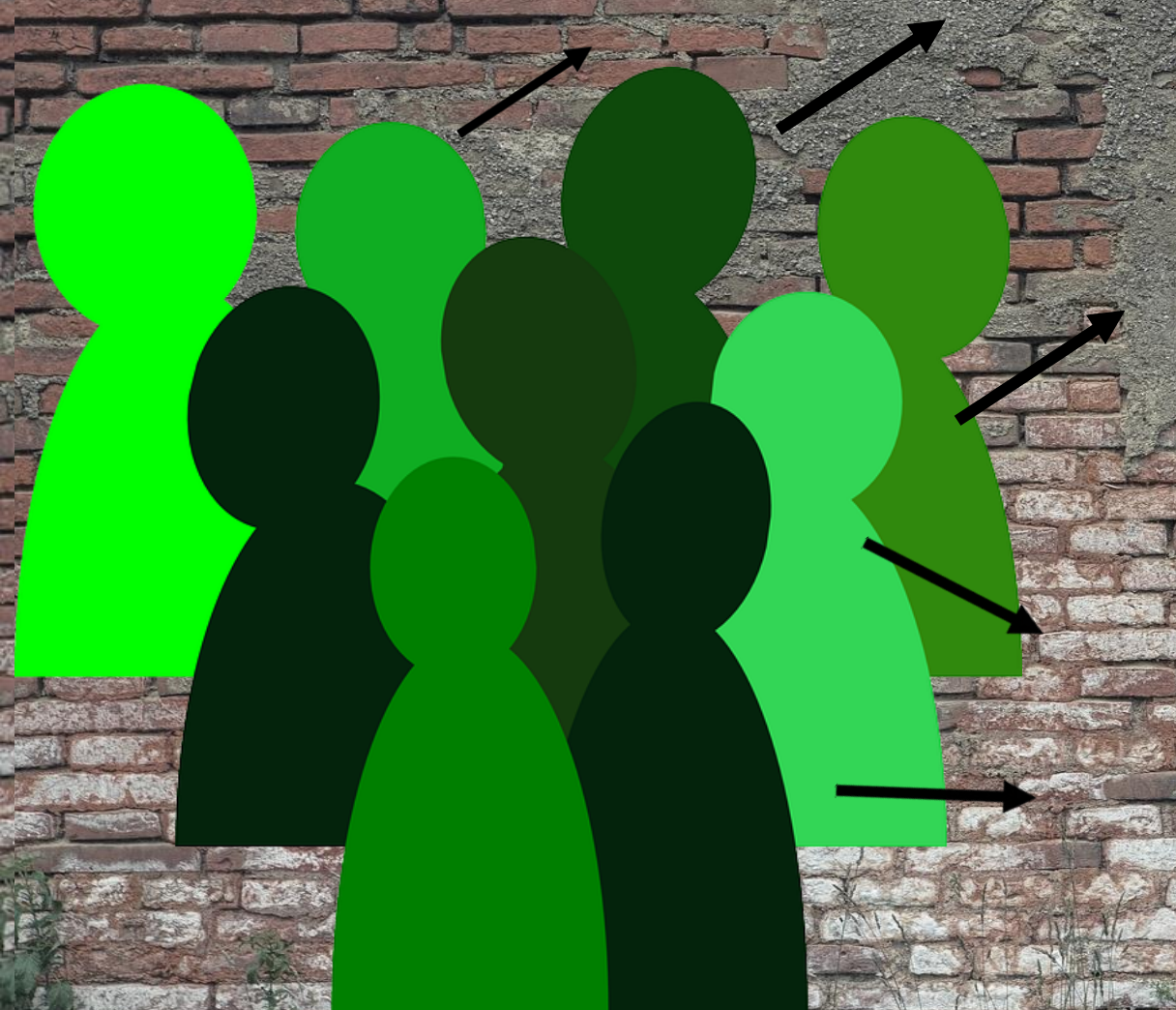
- Move Forward Top 3

Determine  
Use

- Develop Implementation Plan



# Potential Building Use Options



## Municipal Use

- New City Facilities
- Community Use
- Mixed Use with Municipal

## New or Existing Business Use

- Expansion for an Existing Business
- New Restaurant
- New Retail
- Office Space
- New Warehouse/Manufacturing
- Mixed Use (Commercial and Residential)

## Other Uses

- Education/Trade Space
- Business Incubator Space
- Telework/Remote Learning/Telemedicine

# KAPLON BUILDING

## Community Meeting Report

### OVERVIEW

On Thursday, August 18, 2022 Brunswick Main Street hosted a community meeting in the City Park Building. The goal of the meeting was to discuss community member's ideas on what they would like to see in the Kaplon Building (currently owned by the City of Brunswick) while making sure that everyone was able to contribute effectively. 37 people attended the meeting. 4 people were born in Brunswick. 14 people live downtown currently. The attendees were asked to put colored dot stickers on their "Top 3" uses to go into the building. Large "post-it" paper was on the walls around the room. Each had a use written at the top of the page (i.e. retail). They were also asked to write specifically what that business would be (i.e. retail – outdoor recreation business with camping supplies). There was also a blank "post-it" page in case they didn't see what they wanted and a "post-it" that was labeled "Parking Lot." The parking lot was for items that were not pressing to be discussed at this meeting but were important. The following are the results of that meeting (not everyone got specific about their vote – many simply put a dot on the page).

- **Medical** - 2 Votes. Both for mental health.
- **Community Space** – 10 Votes. 2 of those votes were for an indoor pool. 1 vote was specifically against making the building a community space.
- **Office** - 4 Votes. 2 of those votes were for shared co-op work space on the upper levels. 1 of those votes were for professional office space.
- **Retail** - 19 Votes. 3 of those votes were for local arts/crafts retail. 4 of those votes were for retail on the 1<sup>st</sup> floor and the basement. 1 of those votes was for a children's book store and outdoor recreation outfitter. 1 of those votes was for an art gallery. 1 of those votes was for a book store/art supplies/music shop.
- **Residential** - 2 Votes. 1 of those votes was for the residences being located on the 2<sup>nd</sup> and 3<sup>rd</sup> floor. 1 of those votes was for the residences to be geared toward artists.
- **Educational/Arts** – 36 Votes. 23 of those votes were for artist studio space including music/dance/radio/podcast/broadcast/performance and mentioned that they could be

## KAPLON BUILDING

### Community Meeting Report

located on the 2<sup>nd</sup> and 3<sup>rd</sup> floors. 2 of those votes were to sell the artist's creations that leased there. 3 of those votes were for space to highlight Frederick Community College or Frederick County Public School works of art. 1 of those votes was for the space to be used as a convention center meeting space. 1 of those votes was for classroom space with full classroom equipment.

- **Restaurant/Food/Grocery** – 36 Votes. 5 of those votes were for a deli (2) specifically saying a “full” breakfast menu and (1) saying specifically camping food/goods. 10 of those votes were for fine dining – wine bar/upscale/fancy. 1 of those votes was for a diner. 1 of those votes was for a specialty restaurant with a specialty food retail connected to it. 1 of those votes was for a produce/grocery/quick & healthy food. 1 of those votes was for a year round farmer’s market. 2 of those votes was for a food business incubator. 1 of those votes was for a bar/pub. 1 of those votes was for a small informal grocer where local farmers can sell their veggies, etc. on a regular basis.
- **Ideas that didn’t have a Post-It Sheet** – 1 vote for an off-track betting parlor. 1 vote for board game space.

\*Some of these votes came in after the meeting via email or phone calls.

## “PARKING LOT” POST-IT

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The parking lot post-it sheet (important items but not pressing to speak about at this meeting) had the following on it.

- “Terminate 55 parking spaces near the train station and convert to 2 hour parking.”
- “Eliminate the meters and use only 2 hour parking.”
- “A renovated factory in Harrisburg, PA has a restaurant on the roof studios/maker space in the middle and retail/art gallery/book store on the ground floor.”
- “I think the community will be served with many of these ideas without this being a community center.”
- “Parking deck between the Kaplon building and Beans with connected walkway to both.”
- “If community center on 3<sup>rd</sup> floor put a gym on top of the garage.”
- “Keep BB in Brunswick downtown somewhere.”
- “Rock climbing wall, pool, stand-up paddle boarding, synagogue.”

## KAPLON BUILDING

### Community Meeting Report

- “Move the ambulance company to the fire station and then you’ll have room for a parking lot.”
- “I would LOVE to see the empty lot next to Kaplon as a downtown parking garage (similar to Church St in Frederick)”

## E-MAILS RECEIVED

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Below are two emails that I received after the meeting:

- “Here are a few ideas I had to flesh out -- a little-- the concept of using the 2nd and 3rd floors of the building for artists' studios. In this I'm suggesting 8 studios of about 200 sq.ft. on each floor plus additional common-area space (restroom, kitchen/lounge area, hallway). I don't know the measurements of the building so I just plucked 80' x 30' out of the air. Artists' studios would likely require a lot less investment than residential apartments and would, I think, really help cultivate a creative community which could, in turn, attract visitors to the downtown.”
- “As I said in the meeting, my vision for this beautiful historic building is really an updated tribute to the building's history as an integral part of the downtown community. I would love to see the upper two floors turned into a maker space and studios that artists and musicians could rent. This would give our growing artistic community a space to create and sell their art, which in turn would add to the list of amenities and attractions for visitors and the community. Personally, I love the convenience of the Corner Store. Having a place right downtown to grab cold drinks or snacks is important. Adding a deli counter and offering sandwiches and other grab and go food items would provide the community and our visitors a missing service that could really enhance the downtown Brunswick experience. I've expressed to you before about how through bikers would benefit from having a place that specializes in takeout food items, I would also add that the local community and day visitors would benefit from this as well, since there is a lot of interest in doing family picnic hikes or bike rides on the towpath. Finally, as you know, my current lease is coming to an end in April. We would love to expand into a bigger space such as the basement of the Kaplon Building. This would allow us to over other outdoor recreation items besides just things for the cyclist. I think this will be great for the community and our visitors, as we have many that come into town to hike or enjoy the river rather than bike.”

*Respectfully Submitted,*

Carmen Hilton  
Brunswick Main Street Manager