

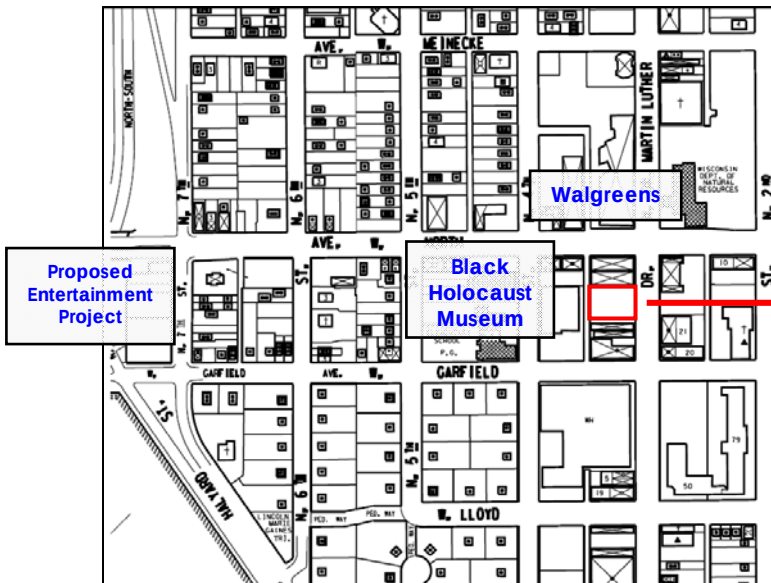


Request for Proposal Historic King Drive Development Opportunity

Official Notice #57022



The Redevelopment Authority of the City of Milwaukee (RACM) is seeking proposals for the purchase and development of the vacant land at 2231 North Dr. Martin Luther King Jr. Drive. Help us turn a new page in the history of this unique property located in the Historic King Drive District and the greater Bronzeville area. Over the past 10 years, the Historic King Drive District has seen new restaurants, housing development and various businesses opening. With the planned development of the Bronzeville Cultural and Entertainment District just seconds away, this site is prime for redevelopment. Log onto our website to see some of the exciting things that are happening or proposed along Historic King Drive in our Northeast Side Area Plan: <http://www.mkedcd.org/planning/plans/Northeast/index.html>. Also view the Bronzeville Redevelopment Plan at the following link: <http://www.mkedcd.org/bronzeville/plan.html>



PROPERTY

18,750 square feet vacant lot (+/-), approx. 125-foot depth by approximately 150 feet with frontage on North Dr. Martin Luther King Jr. Drive.

The site is located within the Historic King Drive Business Improvement District (King Drive BID #8) and the Northeast Area Plan. For information about the King Drive BID #8 visit <http://www.kingdrivebid.com/>. Information related to the Northeast Area Plan can be obtained at: <http://www.mkedcd.org/planning/plans/northeast/index.html>.

ASKING PRICE

The asking price is \$93,750. No brokerage fee will be paid. Limited public assistance may be available as deemed necessary by RACM in its discretion. The property will be sold "as is and where is" therefore, budget for the unexpected. If Buyer chooses to develop the area and any utility relocation or other infrastructure exists, the cost to move or remove will be at the Buyer's sole expense.

PREFERRED PROPERTY USE

A mixed-use development is preferred on the site, with pedestrian-oriented retail required on the ground floor. In addition to parking required by zoning for the proposed project, the development should include 10 additional parking spaces for neighboring businesses. Zoning: LB85 Local Business. The LB85 district encourages commercial activities that serve local residents. Permitted uses and development requirements can be found in the City's zoning code on our web site -- www.mkedcd.org/czo. The development should conform to the Redevelopment Plan for the North 3rd Street- Garfield to North Project Area*¹ and shall indicate its relationship to definite local objectives as to appropriate land uses, improved traffic and other improvements for the area. The [Redevelopment Plan](#) can be viewed on the [RFP website](#).

Commercial use that positively impacts the surrounding residential neighborhood and the Historic King Drive Commercial District and the Bronzeville area are preferred. The use must be taxable. Pedestrian oriented businesses, rather than major traffic generators, are also preferred. Multi-tenant use is permitted.

Prohibited uses include churches, convenience stores, check-cashing facility, cigarette or cigar shops, community center, day care centers, gun shops; and social service facilities, pawn shops, liquor stores, payday or auto-title loan stores, automotive parts store, surface parking as a primary use, second-hand retail outlets, taverns (unless food service is the major component) and all other tax-exempt uses.

BUILDING DESIGN CRITERIA

All construction must be compatible with the historic character of King Drive and comply with the attached guidelines. Specific development requirements for the building include:

- Two to Five stories with zero setback from King Drive.
- Brick exterior facing King Drive with maximum frontage.
- Traditional-style storefront design on the ground floor.
- "Green" construction is preferred.
- For additional design requirements, see [New Construction Guidelines North Dr. Martin Luther King Jr. Drive](#), page 7.

PARKING CRITERIA

Specific development requirements for parking include:

- Parking shall be located off the rear alley unless otherwise waived in whole or in part by RACM to achieve better site utilization and building design.
- On-site parking sufficient for proposed use shall be located at the rear, or to the side, and must be screened from public view.
- In addition to parking required by zoning for the proposed project, the development should include ten (10) additional parking spaces for neighboring businesses.

FENCING AND LANDSCAPING CRITERIA

Specific development requirements for fencing and landscaping include:

- Any open area facing King Drive must have ornamental fencing and attractive landscaping. Landscaping may be placed inside the fencing and should be at least five feet in depth.
- Front and side street frontages shall be acceptably landscaped with trees, shrubs and ground cover and be secured with ornamental fencing.

DEVELOPMENT GOALS

Add site improvements according to the following guidelines:

- Provide a concentration of activity that contributes to Historic King Drive Commercial District
- Respond to site context and existing neighboring buildings
- Utilize high-quality design and materials
- Expand tax base and maximize the return to the City
- Incorporate at least two sustainable design elements into the building
- Complete project in a timely manner

¹ The Redevelopment Plan for the North 3rd Street – Garfield to North Avenue Project Area expires June 30, 2008

PROPOSAL PROCESS

Submit the following information on or before **2:00 pm on July 1, 2008**

- **Project Summary & Public Disclosure Statement** (see [RFP website](#))
 - o Preliminary development budget showing total development costs, proposed sources and uses of funds and a proforma income analysis.
 - o Discuss the proposed use and its contribution to the King Drive Historic District and Bronzeville Commercial District.
- Preliminary architectural plans for the building and site plan improvements that conform to the [New Construction Guidelines](#) on the [RFP website](#).

Proposals (five copies) must be **received and time stamped** at the 2nd Floor Bid Desk, 809 North Broadway, on or before the deadline. Write "2231North MLK" on the envelope. **Proposals submitted after the deadline or to other locations will be returned or destroyed.**

REVIEW & SELECTION

The following criteria will be used to review the proposals:

- Contribution of the proposed project to both Historic King Drive District and Bronzeville Cultural and Entertainment District
- Quality and attractiveness of the proposed development
- Adherence to Design Criteria and building and zoning codes
- Total project budget, offering price, estimated project cost and tax base to be generated
- Developer's expertise, financial capacity and development experience
- Feasibility of the project and appropriateness of the proposed financing strategy
- Use of Emerging Business Enterprise (EBE) participation
- Incorporation of sustainable elements, with additional consideration given to [LEED certification](#)
- Level and types of jobs created or retained
- Project schedule

The selected proposal will be presented to the RACM Board and to the City's Common Council for formal acceptance and authorization of a Purchase and Sale Agreement.

CLOSING

The buyer will be given a four-month contingency period after Council approval and entry into a purchase and sale agreement to obtain the final scope of work, site plans, building permits and financing. Closing will occur once all project elements are in place – final plan approval, building permits and financing. Final plans must be consistent with the RFP submission. The Buyer will be expected to begin work within 30 days of Closing and finish all work within twelve months. The Redevelopment Authority will convey the property by Quit Claim Deed subject to reversionary rights for non-performance. The Authority will sell the property on an "as is, where is" basis and will provide title insurance in the amount of the purchase price. A \$10,000 Performance Deposit will be required at Closing and will be held until satisfactory completion of the project.

ENVIRONMENTAL

The City of Milwaukee's Environmental Scientist prepared Phase I Environmental Site Assessments for the property, dated May 30, 1997 and June 2, 1997 and they are available on the [RFP website](#). No further investigation will be performed or provided by RACM or the City.

SUBSOIL

The lot will be sold as is and does contain old building foundations and rubble. Budget must include an allowance for extraordinary excavation and disposal. All geotechnical testing will be the Buyer's responsibility and should be conducted as soon as possible after selection and approval.

EBE POLICY

Emerging Business Enterprises (EBE) participation is required. RACM's goal is 21% of the total budget and an EBE agreement with the City is required prior to Closing. A [sample agreement](#) can be found on our website. For more information, visit the City's EBE website at: <http://www.milwaukee.gov/EBE Website>.

FINANCING OPTIONS

The City of Milwaukee has several financing tools that may be available to assist in the development. These tools include the retail investment fund, or business loans. Please see the link:

www.mkedcd.org/business/busrif.html for more information. The property is located in North 7TH Street-West Garfield Avenue (#59) Tax Incremental District (TID). TID funds may be available. A façade grant may also be available for work to the exterior prior to project completion. More information on the façade grant program can be found here: <http://www.mkedcd.org/business/busfac.html>.

RACM SALE POLICIES

Proposals will be rejected from any party (as an individual or as part of an entity) who:

- Is delinquent in the payment of real or personal property taxes for property in the City of Milwaukee
- Is a party against whom the City has outstanding judgment (or against whom the City acquired property-tax-foreclosure judgment)
- Is a party against whom the City has outstanding health or building code violations or orders from the City's Health Department or Department of Neighborhood Services that are not actively being abated
- Is a party who has been convicted of a felony determined by the City to reasonably cause neighborhood or community concern with respect to neighborhood stability, health, safety or welfare
- Has outstanding offers to purchase or uncompleted performance on another City sale except upon approval of Commissioner based on history of performance

Tax and Court records will also be checked prior to Closing. If any of these conditions are found to exist, RACM will terminate the Purchase and Sale Agreement.

OTHER APPROVALS

Buyer is solely responsible for obtaining permits and approvals, including approval of the Board of Zoning Appeals (BOZA) or a zoning change for uses or development requirements that are not expressly permitted by the zoning code. BOZA is an independent body and acceptance of a development proposal by RACM or the City does not ensure BOZA approval. City staff will assist the selected Buyer in obtaining such approvals.

SPECIAL NOTE

Unauthorized contact, including discussion or disclosure to the media or unauthorized contact with any other City or RACM policy staff, personnel or Department of City Development representatives regarding the RFP or the proposed development of property may result in disqualification.

RACM reserves the right to reject any and all proposals for any reason at its sole discretion, to negotiate the terms and conditions of the eventual contract with the developer awarded the purchase and development rights, and to impose additional restrictions, if necessary.

The contents of this packet are for informational purposes only and the representations made herein, though thought to be accurate, are without warranty. Development teams should rely exclusively on their own investigations and analyses.

The City and RACM will honor confidentiality requests to the extent possible (subject to Wisconsin's Open Records Law). If attachments to the Public Disclosure Statement are proprietary, please mark items as such.

CHANGES AND CLARIFICATIONS

Any changes or clarifications will be posted on the [RFP website](#). E-notify messages will be sent to those who have signed up for Development Opportunities when this page is updated. Check the [RFP website](#) to sign up for [E-notify](#)/Development Opportunities.

ATTACHMENT A

The map entitled “[Overview of Bronzeville and 2231 North Martin Luther King Jr. Drive Area](#)” provides locations of neighboring businesses in relation to the development site.

QUESTIONS

Contact Dwayne Edwards at dkedwar@milwaukee.gov or 414.286.5735; or Deshea Agee at dagee@milwaukee.gov or 414.286.0793 if you have any questions.

Submittal Requirements and Sale Process

Step 1: Prepare a Proposal Package with the Following Items:

- Narrative describing the project including:
 - o Offering price
 - o Proposed use and its compatibility with and contribution to the King Dr. business district
 - o Composition, expertise, and experience of the development team
 - o Proposed use of Emerging Business Enterprises (EBE's)
- Preliminary site plan and building elevations
- Budget & financing strategy
 - o Estimated hard and soft construction costs
 - o Financial strategy showing sources and uses of funds
 - o Pro-forma income statement if investment property
 - o Business plan if property will be developed and occupied by a new business
- Project Schedule – from predevelopment to construction and occupancy

Step 2: Proposal Submission on or before July 1, 2008 at 2:00 P.M.

Deliver only to Bid Desk, 2nd Floor, 809 North Broadway. Write "2231 North MLK RFP" on the envelope and have it time stamped by the Bid Desk. Late proposals and those without DCD's time stamp will be rejected.

Step 3: Proposal Review

Proposals will be reviewed according to the following criteria:

- Quality and attractiveness of proposed development
- Adherence to the design standards and building and zoning codes
- Developer's expertise, experience, and financial capacity
- Offering price, estimated project cost and tax base to be generated
- Extent of EBE use
- Project Schedule

Step 4: Buyer Selection & Contingency Period

We intend to select a buyer by July 18, 2008, and make a recommendation to RACM at its August meeting. After Common Council approval in September, the buyer will be granted a four-month contingency period to obtain financing and prepare construction plans.

Step 5: Closing

To buy the property, a buyer will need to:

- Submit final building and site plans for approval by RACM and Development Center/Building Permit staff. Final plans must be consistent with your preliminary drawings
- Provide evidence of firm financing and/or equity
- Execute an Agreement for Sale (sample available)
- Execute EBE agreement with the City Office of Emerging Business Enterprises Program
- Submit a Performance Deposit (\$10,000) to guarantee satisfactory completion
- Pay the purchase price
- Be ready to start construction within 30 days of closing

RACM will convey the property by Quit Claim Deed and provide title insurance. Tax, Building Inspection and court records will be checked prior to closing to ensure the buyer is not violating the Authority's sale policies for tax delinquent, code violations, etc.

Step 6: Completion

When all work is done according to approved plans, RACM will issue a Certificate of Completion and refund Performance Deposit. You will need to report on final project costs and EBE use when requesting the certificate and deposit.

NEW CONSTRUCTION GUIDELINES

NORTH DR. MARTIN LUTHER KING, JR. DRIVE

OCCUPANCY

RACM prefers commercial service uses on the ground floor and accessory office uses on the upper floors.

SITING

1. The building shall be built with zero setback from the sidewalk and should extend along the entire street frontage as far as is practical.
2. The facade primary entrances and storefronts shall be oriented to King Drive.
3. There shall be no porch or covered open area between the front building wall and the sidewalk.
4. Parking shall be located off the rear alley unless otherwise waived in whole or in part by RACM to achieve better site utilization and building design.

SCALE AND MASSING

1. The building shall be a minimum of two full stories with minimum floor-to-floor heights of ten feet on the first story and nine feet on the upper stories.
2. The facade design and fenestral patterns shall reflect and be compatible with that of the existing buildings. The design emphasis shall be vertical rather than horizontal.
3. Entrances shall be recessed within the facade.
4. The required windows on the upper story facade shall be double-hung, tall and narrow in proportion, and evenly spaced.
5. The first floor facade facing the street shall be designed as a traditional storefront with large areas of glass, wood paneled bulkheads, fully glazed entrance doors and other traditional features.
6. Signage, if installed, shall be located above the storefront and be mounted parallel to the face of the building. If illuminated, it shall be externally lit.
7. The roof shall be flat or gabled with the gable facing the street.
8. The roofline shall be defined by a gable, parapet or projecting cornice.
9. The materials used on elevations visible from the street shall be clad in clapboards or brick of a size, type and color similar to that used on other buildings on King Drive.
10. The color schemes of exterior building surfaces shall be harmonious with one another and with adjacent structures.

FENCING AND LANDSCAPING

1. Front and side street frontages shall be acceptably landscaped with trees, shrubs and ground cover and be secured with ornamental fencing.
2. Off-Street parking areas shall be located at the rear or to the side and screened from public view.