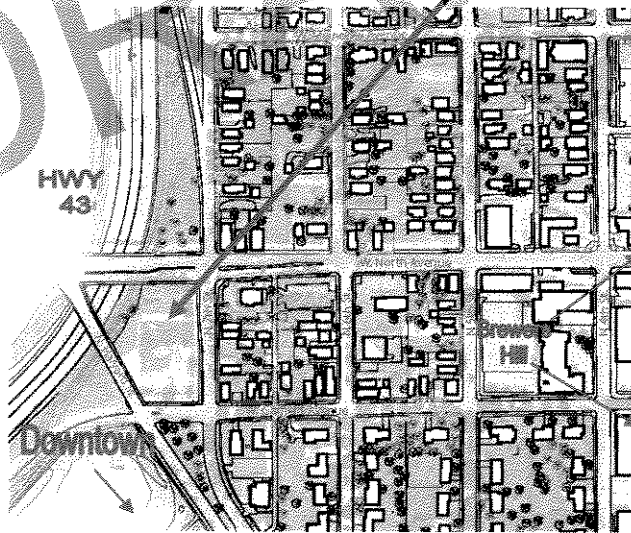
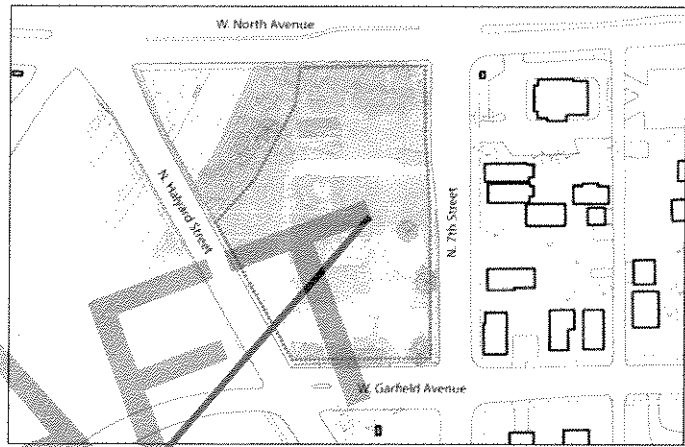




Official Notice No.  
**Request for Proposal**  
**BRONZEVILLE**  
**Redevelopment Opportunity**  
7<sup>th</sup> West North Avenue

A once in a generation opportunity is available for a catalytic project to anchor the western boundary of the Bronzeville District. The Redevelopment Authority is now seeking proposals for the purchase and development of its 1.45 acre site that offers direct access to and from Interstate 43, and into Milwaukee's Cultural and Entertainment District. Visible from the freeway, this site is minutes from downtown Milwaukee, Historic King Drive, Harambee, and the Halyard Park and Brewers Hill neighborhoods.



**ASKING PRICE**

\$30,000. Successful bidder must commit to developing the site in accordance with Considerations for Redevelopment, as well as zoning and building codes. No brokerage fee will be paid. The property will be sold "as is, where is."

**PROPERTY**

The combined area of the properties is approximately, 63,265 SF or 1.45 acres. The project site includes a billboard owned by PMG Holdings, an affiliate of Clear Channel. The existing billboard will be relocated within the development site at or near the location shown in Exhibit A. The Redevelopment Authority, PMG and the successful bidder will work cooperative to ensure the relocation occurs in way that is beneficial to all parties.

#### **GARFIELD AVENUE VACATE**

The Redevelopment Authority will consider proposals that include an option to vacate West Garfield Avenue between 7<sup>th</sup> and 8<sup>th</sup> Street, if a turn lane is proposed to enter the development site from the freeway exit.

#### **ENVIRONMENTAL**

Historic Land Use information is included in a Phase I Environmental Site Assessment Report prepared by Shaw Environmental Inc. on April 15, 2008. A Phase II Environmental Site Assessment Report and File Review were conducted by GZA GeoEnvironmental, Inc. The Phase II report is dated April 12, 2010. The following properties are included in the Phase I and Phase II reports:

- 2225 North 7<sup>th</sup> Street
- 2233 North 7<sup>th</sup> Street
- 2237 North 7<sup>th</sup> Street
- 2243 North 7<sup>th</sup> Street
- 708 West Garfield
- 725 West North Avenue

These reports are for informational purposes only and do not affect or limit the "as is, where is" nature of this transaction. RACM and the City do not warrant the contents or conclusions. No asbestos investigation has been conducted. RACM will not perform any additional environmental investigations. A buyer may, under a RACM standard right-of-entry prior to closing, conduct its own environmental investigation at its expense. Buyer must use an environmental consultant under the City/RACM master environmental contract. A list of the approved environmental consultants is available upon request. RACM must approve, in writing, all environmental work prior to commencement, and be provided with all test results.

#### **PROPERTY USE**

The use must contribute to the Bronzeville Cultural and Entertainment District and be fully taxable. Examples of preferred uses include, among others:

- Mixed use development to include commercial and/or residential uses
- Restaurant, or venue that may include a cultural or historic focus
- Entertainment venue for theatre, music, film, dance or other performances
- Artist gallery or studio including a broadcasting or recording studio
- Retail establishment(s)
- Outdoor elements such as dining area, patio, courtyard or other complementary use is encouraged

Prohibited uses include: tax exempt uses; day care center; social service facility; religious assembly; currency exchange, payday loan or title loan agency; adult retail establishments; pawn shop; convenience store, liquor store, cigarette/cigar shop; gun shop; and automotive use.

#### **PROPERTY REDEVELOPMENT**

- The new development must be consistent "considerations for Bronzeville RFP" with, and also meet building code, zoning, etc.
- Incorporate "green" or sustainable elements in the redevelopment.

Proposals for speculative real estate development without a firm commitment from an end user may be rejected. More land use information and development requirements/restrictions can be found in the [Bronzeville Redevelopment Plan](#) and in the document, [Considerations for Redevelopment](#). The site is zoned LB2, Local Business. Please check the zoning code at <http://www.mkedcd.org/czo> for additional development guidelines.

#### **SMALL BUSINESS ENTERPRISE PROGRAM**

Small Business Enterprise participation (SBE) is required. RACM's goal is 25% of the total project costs. An SBE agreement with the City is required prior to, or at closing. A sample agreement will be available in June. Please check this site before submitting your proposal. The City's Office of Small Business Development website -<http://www.milwaukee.gov/osbd> - is an excellent source for finding qualified contractors.

#### PROPOSAL PROCESS

Submit three (3) copies of the following information on or before the **deadline of 2:00 pm on March 22, 2012:**

➤ **Project Summary & Public Disclosure Statement.**

The form should be completed fully and should clearly state or discuss:

- Offering price
- Proposed use(s) and its contribution to the Bronzeville District
- End user and owner's experience. Include a letter of interest if end user is different than purchaser.
- Development team and its experience with development projects
- Project budget (hard and soft costs for building and site improvements)
- Financing strategy, funding sources, and demonstrate ability to obtain financing; include a letter of interest from a financial institution if available
- Proforma income and expense analysis for property operation
- Business plan, if the project will involve a start-up business
- Small Business Enterprise use
- Extent of sustainable or "green" elements incorporated
- Project schedule

Submission should also include preliminary architectural plans. The plans should be scaled with all materials identified and include:

- All building elevations and floor plans
- Parking lot layout, including ingress and egress, trash storage area
- Site improvements and landscaping

Proposals must be **received and time stamped** at the 2nd Floor Bid Desk, 809 North Broadway, at or before the deadline. Write "Bronzeville: 6th West North Avenue RFP" on the envelope. **Proposals submitted after the deadline or to other locations will be returned or destroyed.**

#### REVIEW & SELECTION

Proposals will be reviewed according to the following criteria:

- Contribution of the proposed use to the Bronzeville District
- Adherence to the Minimum Redevelopment Requirements, the Redevelopment Plan, building code and zoning code
- Quality and attractiveness of proposed rehabilitation, site improvements or new development
- Amount of the offering price
- Estimated tax base to be generated by the project
- Project budget, and reasonableness of cost and income estimates
- Financial feasibility and soundness of the financing strategy
- Developer's expertise and capacity to complete the project
- Experience of end user/operator
- Amount of proposed Small Business Enterprise participation
- Project Schedule
- Incorporation of sustainable elements

Finalists may be interviewed before a final staff recommendation is made.

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. Within ten days of Council approval, the buyer must submit an executed Purchase and Sale Agreement and \$1,500 Earnest Money that will be credited toward the purchase price for a timely closing. A sample document is available on our website.

#### OPTION PERIOD & CLOSING

The buyer will be given a six-month period after Council approval to obtain final rehabilitation/development and site plans, and firm financing. Closing will occur once all project elements are in place – City approval of final plans, buyer execution of an SBE Agreement and Purchase and Sale Agreement, issuance of building permits, CSM approval by the Council and receipt of firm financing without contingencies. Final

plans must be consistent with the RFP submission and incorporate any changes recommended by City Planning staff. During this contingency period buyer can request access to the property to prepare renovation plans and conduct due diligence. Buyer is solely responsible for survey, geotechnical and environmental expenses. An extension may be available under limited circumstances. The buyer will be expected to begin rehabilitation or demolition within 45 days of closing. All improvements to the site must be completed within twelve months of closing, unless otherwise agreed. RACM will convey title by Quit Claim Deed on an "as is, where is" basis subject to reversionary rights for non-performance. RACM will provide title insurance in the amount of the purchase price. A \$2,000 Performance Deposit will be required at closing and will be held until satisfactory completion of the project.

#### **FINANCIAL ASSISTANCE**

Financial assistance may be available from several sources:

- The Bronzeville Tax Increment District (TID #59) may provide funding assistance for a renovation or new development project; to assist with expansion of an existing business; or to assist with a start-up new business. The Bronzeville Economic Development Fund (BEDF) application is available at: [www.city.milwaukee.gov/Bronzeville/CommercialRFP.htm](http://www.city.milwaukee.gov/Bronzeville/CommercialRFP.htm).
- A Façade Grant and/or Façade Loan may be available from the Department of City Development to assist with storefront renovation, including but not limited to windows, awnings or landscaping. Eligibility requirements and grant conditions are available at <http://www.mkedcd.org/business/busfac.html>.
- The Retail Investment Fund (RIF) is available for first floor retail use. The RIF grant is determined by the size of the retail space, private investment and job creation up to \$5,000 per FTE job. This is a reimbursement program where a grantee is reimbursed for pre-approved expenses. Funds cannot be disbursed until all conditions of the grant contract have been fulfilled, including job creation. See <http://www.mkedcd.org/business/busrif.html> for more information.
- Milwaukee Economic Development Corporation – MEDC – assists businesses in many ways including lending to businesses in conjunction with conventional financing and the owner's equity. To qualify, the project must include a percentage of owner occupancy. More information is available at [www.medconline.com](http://www.medconline.com).

The Small Business Administration ([www.sba.gov](http://www.sba.gov)), and its affiliated Women's Business Center (<http://www.sba.gov/content/womens-business-centers>), are excellent resources providing information on starting, financing and managing a small business.

#### **RACM POLICIES**

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

- Is delinquent in the payment of property taxes in the City of Milwaukee
- Has had property acquired by the City through property tax foreclosure judgment within the past five years
- Has outstanding judgments from 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
- Has been convicted of a felony that affects property or neighborhood stability, health, safety or welfare
- Has outstanding offers to purchase or uncompleted performance on RACM or City sale except upon approval of RACM Executive Director based on history of satisfactory performance

Tax and court records will also be checked prior to closing. If these conditions exist, RACM may terminate the Purchase and Sale Agreement.

#### **OTHER APPROVALS**

Buyer is solely responsible for obtaining approval of the Board of Zoning Appeals (BOZA) 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 the Review Committee does not ensure BOZA approval. If BOZA approval is required, RACM will provide buyer a site control letter to allow buyer to obtain such approval prior to RACM and Common Council action.

The Bronzeville Advisory Committee makes recommendations to the Redevelopment Authority's board regarding proposals within the Bronzeville Cultural District. The Buyer will be required to present their development plans to the Advisory Committee for recommendation and prior to a RACM board approval.

A Certified Survey Map will be provided to the buyer encompassing the development site.

**SPECIAL NOTE**

Unauthorized contact including discussion or disclosure to the media or unauthorized contact with any City policy staff, RACM staff, and representatives of the Department of City Development or elected officials regarding this RFP 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 use 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. Buyers and development teams should rely exclusively on their own investigations and analyses.

RACM will honor confidentiality requests to the extent possible. If attachments to the Public Disclosure Statement or portions of your proposal are proprietary, please mark items as such.

**CHANGES, QUESTIONS AND CLARIFICATIONS**

Changes and clarifications will be posted on the [RFP website](#). If you are interested in receiving the changes and clarifications, please send an email to [dagee@milwaukee.gov](mailto:dagee@milwaukee.gov) with the subject line "ADD TO CHANGES AND CLARIFICATIONS LIST". Be sure to check the website prior to submitting a proposal for additional information.

Contact Deshea Agee at [dagee@milwaukee.gov](mailto:dagee@milwaukee.gov) or at 414-286-0793 if you have any additional questions.

DRAFT

