

BRONZEVILLE

CULTURAL AND ENTERTAINMENT DISTRICT

6TH AND NORTH AVENUE DEVELOPMENT OPPORTUNITY

BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT

The City of Milwaukee (“City”) and Redevelopment Authority of the City of Milwaukee (“RACM”) own eight (8) properties listed below that make up this combined development site, the “Project Site.” These properties are included in a recent planning study, *Moving Milwaukee Forward through Transit Oriented Development*, as a catalytic site. Preliminary ideas for the site envision a vibrant and dynamic mix of uses, including multifamily, entertainment, and retail. More information on the study can be found at www.movingmkeforward.com. These proposed uses are consistent with similar recommendations found in the [2005 Bronzeville Redevelopment Plan](#) and the [2009 Northeast Side Area Comprehensive Plan](#).

The Project Site is located within the Bronzeville Cultural and Entertainment District. Traffic counts along North Avenue are over 20,000 vehicles per day. Easy access to and high visibility from I-43 are an asset. Traffic counts on I-43, just north of the North Avenue interchange are approximately 148,000 per day.

A recent [market analysis](#) that was conducted for the King Drive and Bronzeville area revealed that within a 20 minute drive, there is \$5.3 billion in overall spending potential with demand for neighborhood-serving retail and destination businesses. With over \$296 million in regional spending on entertainment and recreation uses, the King Drive and Bronzeville neighborhood has an opportunity to become a future regional cultural and entertainment hub. More information about the Bronzeville area can be found at <https://city.milwaukee.gov/Bronzeville>

PLANNED AND RECENTLY COMPLETED PROJECTS IN BRONZEVILLE:

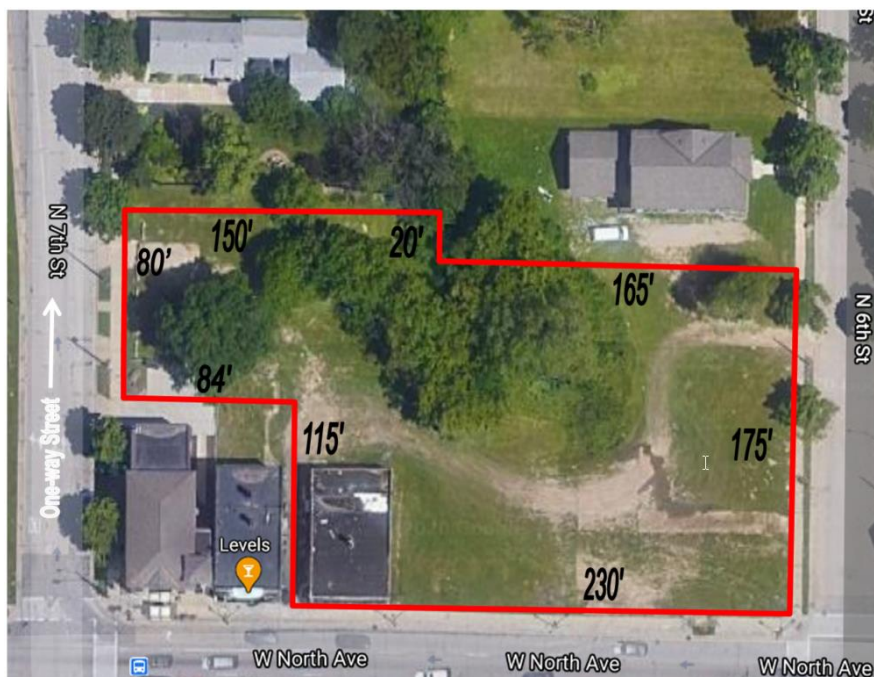
This is the ideal time to invest in Bronzeville. There are many exciting new developments happening in and near Bronzeville. Pete’s Fruit Market opened in September 2017 at North Avenue and Dr. Martin Luther King Jr. Drive, providing an anchor grocery store for the neighborhood. In May of 2018, the new construction Griot Apartments opened. This development is mixed-income housing along with the new home of the America’s Black Holocaust Museum, a cultural anchor for the district, and a national destination. Work is also underway nearby to convert a former department store into a \$100 million mixed use development including space for the Greater Milwaukee Foundation and the Medical College of Wisconsin. To the south the Fiserv Forum, a \$524 million project, was recently completed and the Milwaukee Public Museum and Betty Brinn Children’s Museum have announced a new \$240 million facility to open by 2026. The City is actively exploring opportunities, and seeking funding, to extend the streetcar system north along Dr. Martin Luther King Drive to North Avenue.

EXISTING AREA/ASSETS

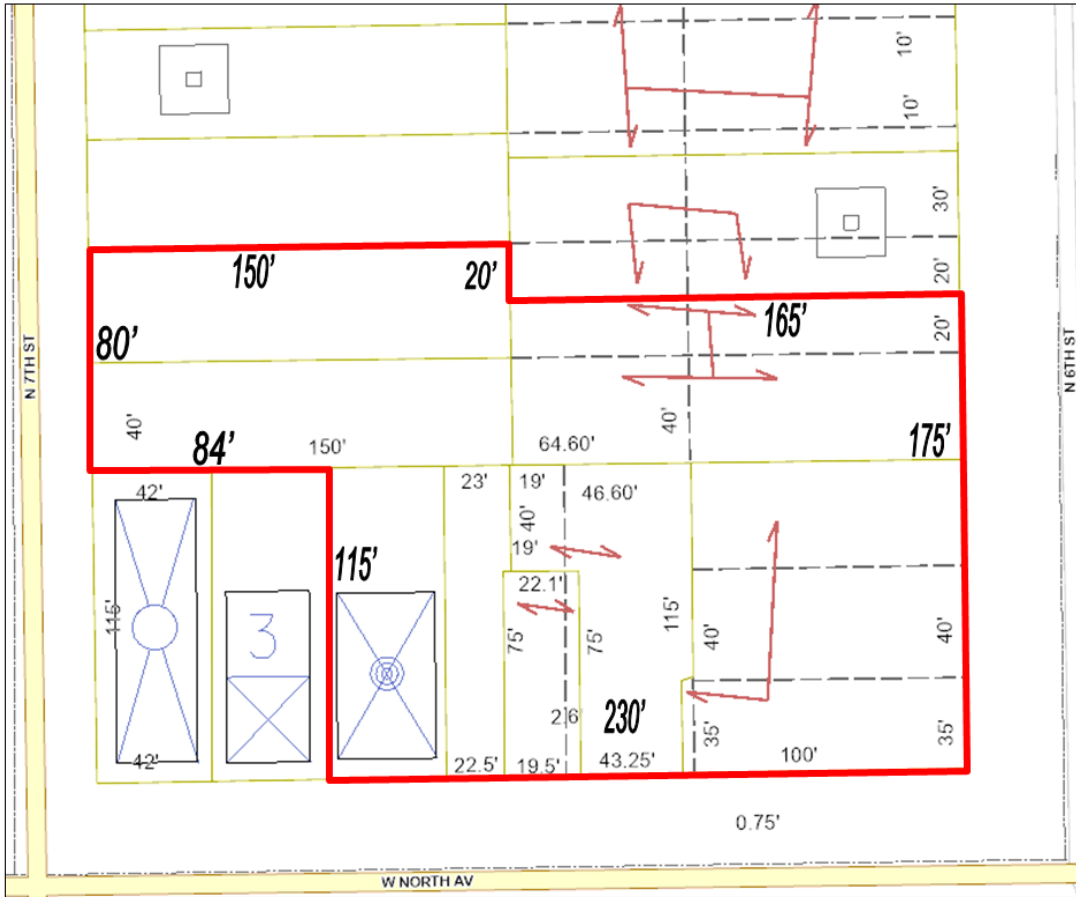
The Project Site is near several attractive neighborhoods, including Halyard Park, Brewers Hill, and Harambee neighborhood. Many artists live and work in the area, contributing to the distinct cultural feel. Nearby, on King Drive, an active [business improvement district](#) attracts new businesses and supports existing businesses.

North Avenue, I-43, and Dr. Martin Luther King Jr. Drive are all major thoroughfares that connect the property to potential customers all over the metro area. Downtown Milwaukee is a 5-minute drive away. The corridor is served by MCTS bus route 21, 80, and 42U.

THE DEVELOPMENT OPPORTUNITY:



PROJECT SITE (CONT'D)



Above: Site Map Below: Exterior Photo of 628-30 West North Avenue





Above and below: Interior photos of 628-30 West North Avenue



Project Site Parcels: Proposals must include all parcels.			
Address	Property Owner	Lot Size/Building	Zoning
2307-09 N. 6 th Street	RACM	11,500	LB2
2317-25 N. 6 th Street	RACM	9,875	RT4
616-18 W. North Ave.	City	5,900	LB2
622 W. North Ave.	RACM	2,020	LB2
626 W. North Ave.	RACM	2,600	LB2
*628-30 W. North Ave.	RACM	4,830/2,100	LB2
2316-18 N. 7 th Street	RACM	6,000	RT4
2322 N. 7 th Street	RACM	6,000	RT4
		48,725 SF	Mixed Zoning

City = City of Milwaukee

RACM = Redevelopment Authority of the City of Milwaukee

*628-30 W. North Ave has an existing building that can be razed or incorporated in the proposed development.

COMBINED LOT SIZE: 48,725 Square Feet (approximate)

ASKING PRICE: \$300,000 or \$6.15/SF

CERTIFIED SURVEY MAP:

Buyer agrees to combine all parcels with a Certified Survey Map (CSM).

CSM information:

<https://city.milwaukee.gov/DCD/Planning/PlanningAdministration/LandDivisions>

Zoning change information:

<https://city.milwaukee.gov/DCD/Planning/PlanningAdministration/ZoningChange>

ZONING:

All parcels must have the same zoning designation in order to be combined with a CSM. The Development Site currently has mixed zoning, Local Business (LB2) and Residential (RT4). The Development Site will need to be rezoned in order to accommodate any new development. As a majority of the site, and the corridor, is zoned LB2, proposals may refer to the use and design standards of this district as a guide. However, the Department of City Development (DCD) will evaluate the selected proposal to determine which zoning designation is most appropriate and which zoning actions are needed for the specific development. As this area has been deemed appropriate for transit oriented development (TOD), an increase in allowable density and height, similar to the standards in LB3, may be considered. DCD may also recommend rezoning to a Planned Development District (PD), to ensure quality design and community input. DCD will work with the selected buyer to schedule any required zoning approvals concurrent with the Common Council approval of the sale of the City Site and the approval of the Certified Survey Map.

Zoning requirements may be found at:

<https://city.milwaukee.gov/DCD/Planning/PlanningAdministration/ZoningCode>

- The buyer shall be required to apply for a zoning change prior to or simultaneously with the CSM approval by City. Both the CSM and Zoning changes shall be at buyer's sole expense.

ACCEPTABLE USES – BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT:

- Boutique Hotel
- Conference center with banquet hall and/or catering component
- Mixed-use development with first floor retail
- Theater with open plaza
- Uses that contribute to or exemplify the Bronzeville Cultural and Entertainment District

RESTRICTIONS AND USES THAT WILL NOT BE CONSIDERED:

The Property must be taxable and some uses may need Board of Zoning Appeals approval.

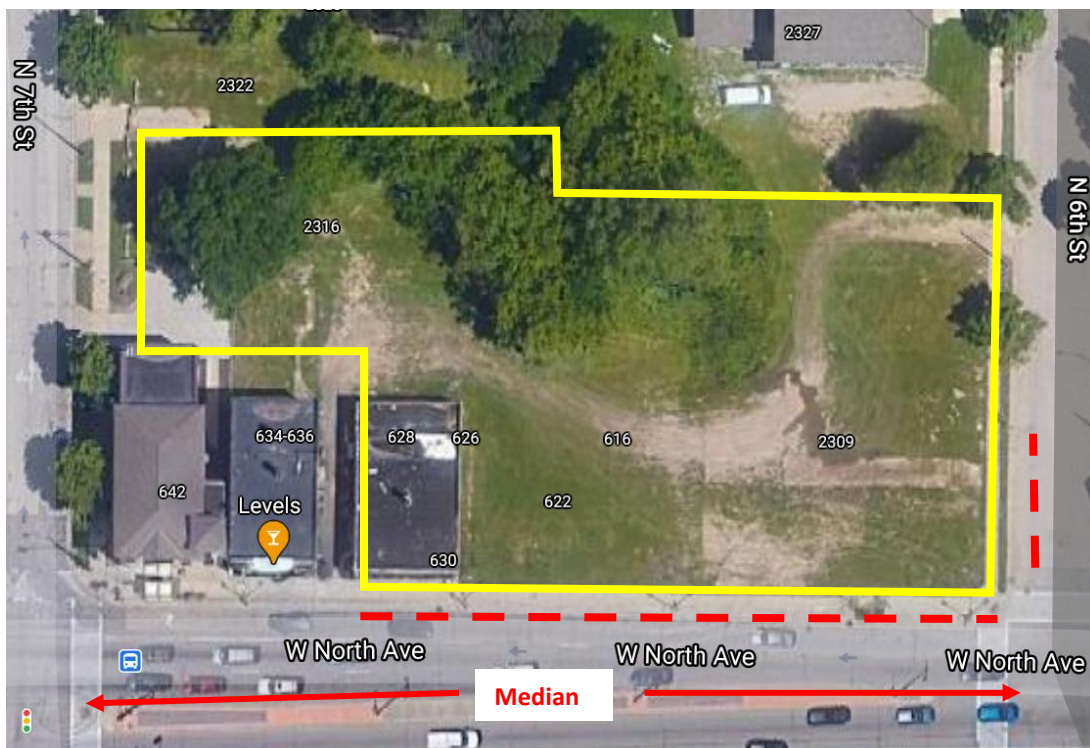
Proposals will not be accepted for the following uses: Principal parking lot (majority), pawn shop, daycare, cigarette or cigar shop, food pantry, gun shop, liquor store, payday or auto-title loan store, check-cashing facilities, or other uses prohibited by zoning.

BRONZEVILLE AREA REDEVELOPMENT DESIGN CHARRETTE:

In 2013 the City of Milwaukee and the UW-Milwaukee School of Architecture and Urban Planning sponsored the [Bronzeville Area Redevelopment Charrette](#). The 600 block of West North Avenue was identified as one of 6 “opportunity sites” for the charrette. Miller Architectural Group developed a preliminary concept for redevelopment at the site found on pages 30-35 of the report.

<https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Northeast/pdfs/Bronzeville-Charette-Report.pdf>

SITE ACCESS



— — Drive-way restrictions. The Department of Public Works (DPW) is not amenable to median alterations on North Avenue and any driveway onto West North Avenue would need to be right in/right out. DPW does require that any driveways be located at least 15 feet from the end of the radius at the intersection corner.

Any existing driveway approaches on North 6th Street or North 7th Street leading to the Project Site that will not be used will need to be removed at Buyer's expense. DCD strongly encourages all ingress/egress access to the Development Site be from North 6th Street and North 7th Street instead of W. North Avenue.

ENVIRONMENTAL DATA, REPORTS AND WDNR CORRESPONDENCE:

The City and RACM are selling the Project Site in AS IS condition, and while the City and RACM provides the reports associated with this RFP, the City and RACM do not warrant the contents, conclusion or accuracy of any of those reports or data. The buyer must rely on its own due diligence and independent investigation and inspections (if any). The following environmental data, reports and WDNR correspondence are available on website at www.city.milwaukee.gov/CRE. From this point forward the City of Milwaukee Department of City Development will be referred to as "DCD."

- Historical Land Use Investigation of 616-18 W. North Avenue, dated April 20, 2010, prepared by DCD.
- Historical Land Use Investigation of 622 W. North Avenue, dated April 20, 2010, prepared by DCD.
- Historical Land Use Investigation of 626 W. North Avenue, dated April 20, 2010, prepared by DCD.
- Historical Land Use Investigation of 628 W. North Avenue, dated April 20, 2010, prepared by DCD.
- Phase I Environmental Site Assessment of 2307-09 N. 6th Street, dated March 3, 2006, prepared by Giles Engineering Associates, Inc.
- Initial Site Investigation Report of 2307-09 N. 6th Street, dated October 26, 2007, prepared by Giles Engineering Associates, Inc.
- Underground Storage Tank Removal Assessment of 2307-09 N. 6th Street, dated September 12, 2008, prepared by Giles Engineering Associates, Inc.
- Site Investigation Summary Report and Conceptual Remedial Action Plan ("Draft Copy") of 2307-09 N. 6th Street, dated April 5, 2010, prepared by Giles Engineering Associates, Inc.
- Historic Check of 2317-25 N. 6th Street, dated August 30, 2005, prepared by DCD.
- Historic Check of 2316-18 N. 7th Street, dated August 30, 2005, prepared by DCD.
- No environmental records of 2322 N. 7th Street.

INFRASTRUCTURE:

The buyer shall be solely responsible for conducting its own due diligence and implementing all infrastructure services and costs associated with maintaining and developing the Development Site.

DEVELOPMENT GOALS AND DESIGN GUIDELINES:

To highlight the Bronzeville Cultural and Entertainment district, creative building design is encouraged to take advantage of the site visibility and potential as a destination site. As such, the following site and building design guidelines should be followed:

Overall Development Goals

- The overall project development should provide a visual and programmatic connection to the Bronzeville Cultural and Entertainment district.
- The building frontage along North Avenue should have high-quality design and materials and incorporate a special feature to highlight the prominent site location.
- Any housing proposed should strive to provide a mix of units affordable to a range of incomes. Proposals that incorporate a portion of both market rate and income/rent restricted affordable units within the proposed development are highly encouraged. For the affordable units there is a preference for 2BR or larger units and/or units targeting low income individuals below 50%AMI

Massing and Facades

- At least 75% of the North Avenue Street frontage should be built out to within 5 feet of the property line with at least 30' in height.
- Multiple stories are encouraged for the Development Site.
- An outdoor amenity space should be provided with at least 4,800 square feet (10% of lot area) should be provided on site, and may consist of multiple spaces including street level public plazas, expanded sidewalk areas with pedestrian amenities, or common rooftop spaces for tenants.

Ground Floor Activation

- The height of the first floor level should be at least 14' (floor to floor) along the North Avenue street frontage.
- At least 60% of the linear frontage along the first floor façade should consist of storefront windows at least 6' in height with sills not more than 2'-6" above the interior floor level.
- No blank building façades are permitted along the street frontages at the first floor.
- The primary entrance to the development should be oriented towards North Avenue with a preference for multiple entries along the street spaced less than 50' apart.

Parking Location and Access

- Parking (both surface and structured) should be located at the rear of the building site and not along the North Avenue street frontage.
- Curb cuts onto W. North Avenue are strongly discouraged. If a curb cut is needed onto W. North Avenue the egress must be right turn in and right turn out. The Department of Public works is not amendable to median alternations. Existing curb cuts not used as part of the Development Site must be properly abandoned.

SHOWINGS AND BUILDING CONDITIONS – IMPROVED PROPERTY:

There will be **no showings** of the improved property at 628-30 West North Avenue. The property is not safe to enter. The building is one story, and has a basement. If your proposal contemplates adaptive reuse of the building, assume that all mechanicals, electrical work, flooring, roofing and interior walls need to be replaced. Developers are free to visit the vacant land, entry on vacant land is at developer's own risk.

SUBMITTAL REQUIREMENTS AND SELECTION PROCESS:

Submit proposal to the Department of City Development - Real Estate Section, 809 North Broadway – 2nd Floor, Milwaukee, WI 53202 to the attention of Matt Haessly or mhaess@milwaukee.gov **on or before 12:00pm (noon), Thursday October 7, 2021.**

QUESTIONS:

Questions are allowed in writing only to mhaess@milwaukee.gov. Questions are due Friday, September 10, 2021. Written answers to questions will be posted. Unauthorized contact with staff regarding this RFP can be cause for disqualification.

SUBMITTALS MUST INCLUDE:

- Completed "Proposal Summary" on the form available at www.city.milwaukee.gov/CRE. Buyer or Buyer's entity must identify all members of buyer's group along with individual titles. Each person that is part of Buyer's entity must also submit a copy of their state issued identification or passport. The purpose of the identification will also the City to conduct a background check in accordance with Buyer Policies below. Submittals will be reviewed according to the information listed below and the attached scoring rubric.
- Purchase price
- Prospective Use
- The number and mix of affordable housing units.
- Buyer's brownfield team and Buyer's brownfield experience in developing similar sites.
- Adherence to Bronzeville Redevelopment Plan and Bronzeville Charrette
- Impact on business community and adjoining neighbors
- Preliminary site and building plans must be scaled and identify the exterior materials
- Extent, quality and attractiveness of proposed development
- Adherence to building and zoning codes and attached guidelines
- Sustainable elements including storm water, solar, and Use of sustainable building materials

- Identify the project team its members and experience in new construction
- Contribution to tax base and TID 43
- Financial viability, including Buyer's pro forma and evidence of equity percentage in overall project
- Completion schedule

TAX EXEMPTION PROHIBITION:

Conveyance will be subject to a deed restriction prohibiting application to the City for tax exemption.

OTHER APPROVALS:

The selected Buyer will be asked to provide a presentation describing the proposed development before the Bronzeville Advisory Committee prior to the sale file proceeding to RACM and the Common Council for consideration.

If the selected proposal requires a zoning change, such a request will be coordinated with the sale authorization. If Board of Zoning Appeals (BOZA) review is required, the Department will work with the Buyer to obtain such approval prior to presentation to the Common Council.

BUYER 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 in the City of Milwaukee
- Has an outstanding judgment from the City of Milwaukee
- Has been subject to a property tax-foreclosure by the City within the previous five years
- 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.
- Have outstanding offers to purchase or uncompleted performance on a City sale except upon approval of DCD's Commissioner based on history of satisfactory performance.

Tax and court records are also checked prior to closing. If any conditions causing concern exist, the City may terminate the Development Agreement and retain all fees as liquidated damages. See complete Buyer policies at www.city.milwaukee.gov/CRE.

BROKER FEE:

The City does not have the City Site listed with a real estate broker. If Buyer chooses to use a broker, the buyer must pay all broker fees – providing, however, that the City will, only upon a successful closing on the sale of the City Site to the buyer, contribute toward buyer's owed broker fee in an amount equal to (and capped at) the lesser of: (a) 20% of the broker fee or (b) \$5,000. City's contribution toward the broker fee shall only be paid from sale proceeds.

PERFORMANCE DEPOSIT & PROJECT DEADLINES:

Buyer to pay a \$10,000 performance deposit to be held in trust account of the Redevelopment Authority of the City of Milwaukee to ensure completion of the proposed project. The City will impose deadlines for commencement of construction and completion of construction.

CONTACT:

Matt Haessly, Department of City Development Real Estate Section, (414) 286-5736 or matt.haessly@milwaukee.gov

SPECIAL NOTES:

Unauthorized contact regarding this RFP with any City Elected Officials, City staff, Redevelopment Authority of the City of Milwaukee staff or Department of City Development representatives may result in disqualification.

The Department of City Development 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 Buyer 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. Development teams should rely exclusively on their own investigations and analyses.

The Department of City Development will honor confidentiality requests to the extent possible. If attachments to the Public Disclosure Statement are proprietary, please mark items as such.



CITY OF MILWAUKEE

PROPOSAL SUMMARY & PUBLIC DISCLOSURE STATEMENT

This form must be completed by parties buying commercial property from the City of Milwaukee. Attach additional information as needed or as required in the sale listing. Confidential material must be clearly identified as proprietary. Submit with a site plan, preliminary building elevations (new buildings) or building rendering and detailed scope of work (building renovations).

Acceptance contingent on approval by the Common Council. Terms for most sales will be outlined in a Purchase & Sale Agreement (sample available; while standard, each transaction is unique and terms may vary). Simple sales may use a Commercial Offer to Purchase. Sales require final plan approval and firm financing prior to closing. Final construction or renovation plans must conform to the preliminary submittal as approved by the City's Design Review Team. Changes may require Common Council approval. Conveyance is on an "as is, where is" basis and deeds may include performance obligations, use, taxation and reversionary provisions for non-performance.

PROPERTY

OFFER INFORMATION

Offer Price: \$ _____
Contingences _____

Is the offer being submitted by a licensed broker? Yes No

Broker Name _____ Telephone _____

Firm _____ Address _____

Brokerage fee paid as outlined in the RFP/listing and only if a broker submits the initial offer. No fee is paid of a broker/buyer.

BUYER IDENTIFICATION

Legal Name _____

Mailing Address _____

Primary Contact _____ Telephone _____

Email _____ FAX: _____

Buyer Attorney _____

Legal Entity Individual(s) If multiple people, identify: Joint Tenants or Tenants in Common
 Corporation LLC Partnership Other _____

If not a Wisconsin corporation/partnership, state where organized: _____

Will new entity be created for ownership Yes No

Principals of existing or proposed corporation/partnership and extent of ownership interest.

<u>Name</u>	<u>Address</u>	<u>Title</u>	<u>Interest</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Attach a list of properties in the City of Milwaukee in which buyer has an ownership interest either as individual or as part of a corporation/partnership.

PROJECT DESCRIPTION

Detailed project/use description: _____

Property Summary: Building Area _____ # Stories _____ Basement Yes No
 Land Area _____ # Units _____ # Parking Spaces _____

Storm water management techniques _____

Identify "sustainable" elements _____

Will project include private property? Yes No Address _____

Owner occupied business or residence? Yes No If new business, attach business plan.

For income property, estimated sale or rent range _____

Will a zoning change be requested? _____

Identify other approvals, permits or licenses (i.e. BOZA, Health Department, etc.) _____

Discuss neighborhood impact/support _____

Note: Project must be fully taxable for property tax purposes. See City Policies below).

DEVELOPMENT TEAM & HISTORY

Developer _____

Architect _____

Surveyor _____

Contractor _____

Sales Agent/Property Manager _____

Community Partners _____

Other Members _____

Describe team expertise and experience _____

Other team projects _____

Estimated Small Business Enterprise (SBE) Use _____% of total budget or \$ _____

Potential contactors (name and/or type) _____

CONFLICT OF INTEREST DISCLOSURE

Buyer covenants that no member of the Common Council of the City of Milwaukee, nor any officers or employees of the City of Milwaukee, has any interest in the Buyer or the intended redevelopment of the property, except as follows: _____

Is Buyer a City of Milwaukee employee or member of any City board? Yes No

If yes, identify the department, board and/or and position: _____

CITY POLICIES

Buyer certifies that it as individual or member of a corporation or partnership is not now and will not be at closing in violation of the following policies:

- Delinquent taxes due the City
- Building or health code violations that are not being actively abated
- Convicted of violating an order of the Department of Neighborhood Services or Health Department within the previous year
- Outstanding judgment to the City
- In Rem foreclosure by the City within the previous five years.

Properties are sold on an “as is, where is basis.” The City discloses that vacant lots may contain old foundations and debris or other subsoil problems and buildings may contain asbestos containing materials for which Buyers are solely responsible. ALTA surveys are not provided. Building encroachments in the right of way may require Special Privilege Permits and are the responsibility of the Buyer.

A Historical Land Use Investigation prepared by City staff is provided for informational purposes. Buyer is solely responsible for an independent Phase I Environmental Site Assessment if desired. Buyer shall be responsible for all remediation and regulatory closure costs, if any. Buyer acknowledges that regulatory closure may require deed notifications and/or registry on a GIS system.

Buyers must comply with the City’s Small Business Enterprise (SBE) program requiring best efforts for SBE participation of at least 25% of the total expenditures for goods and services and 18% for professional services. Mandatory use is required for below-market sales. A SBE Agreement may be required prior to closing.

All properties must be fully taxable for property tax purposes. The deed shall contain a restriction prohibiting future application to the City for exempt status.

Closing contingent include full project funding including firm financing without contingencies and City approval of final plans. Final plans must conform to the original submission as approved by the City. Plan changes may require confirmation by the Common Council.

BUYER’S COMMENTS

BUYER CERTIFICATION & ACKNOWLEDGEMENT

We certify that this statement is true and correct and we understand City policies.

Signature

Signature

Title

Date

Title

Date

Bronzeville Advisory Committee RFP Submittal Survey

***Respondents are to consider and respond to sections 1, 2, and 3. Sections 4 and 5 are for internal use only.**

1. Property Information (each item may not be applicable)

Property Address or Addresses	
Description of Property Type	
Current Zoning	
Definition of Current Zoning	
Description of Property Condition	
Date of City/RACM Acquisition	

2. General Proposal Information (each item may not be applicable)

	Proposal
Company Name	<p>NEXT PAGES FOR INFORMATIONAL PURPOSES ONLY</p> <p>THIS FORM WILL BE USED IN REVIEW OF SUBMISSIONS</p>
Company member names	
Offer Price	
Contingencies	
Known Licenses or Zoning Change Requirements	
Proposed Use of Property	
Estimated Completion Date from Proposal	
Developer Team Projects in Progress or Pending (incomplete)	
Project Budget (Site investment / Future tax base)	
Financial Viability of Project based on Budget and Plan Provided	
Parking Included in Project or Plan for Additional Parking	
Job Creation	
DCD Background Check Results	

ADDITIONAL COMMENTS:

3. Experience of the Development Team (each item may not be applicable)

	Proposal
Developer Team Experience	
Developer Team Completed Past Projects	
Developer Team Experience with City/RACM Projects	
Does Project Require Historical Renovation?	
Developer Historical Renovation Experience	
Does Project involve Brownfield Development?	
Developer Brownfield Experience	
Does Project use Tax Credit financing?	
Developer Tax Credit Experience	

ADDITIONAL COMMENTS:

Date of Review:

4. Bronzeville Advisory Committee Submittal Evaluation (each item may not be applicable)

FOR COMPLETION ONLY BY STAFF AND COMMITTEE

	Proposal
Desirability of Proposed use	
Impact on the Neighborhood	
Quality and Appropriateness of Business Plan	
Extent and Quality of Renovations	
Appropriateness of Site Plan and Elevations	
Scope of Work – Appropriate for Project	
Consistency with neighborhood plan or plans, if any	
Quality and appropriateness of Parking plan	

5. Bronzeville Advisory Committee Submittal Evaluation - Additional Criteria (each item may not be applicable)

FOR COMPLETION ONLY BY THE COMMITTEE

On a scale of 1-10 with 1 being strongly disagree, 5 being neutral, and 10 being strongly agree, please rate each of the following:

	Proposal
Local community representation and/or inclusion in design, leadership, operations, and utilization of a project	
Influence of Bronzeville arts, culture, and entertainment elements creatively in a project	
Buyer/Developer outreach and community meetings, and engagement with area stakeholders	
How does the project incorporate the identity of Bronzeville?	
Does the construction portion feature companies that meet or exceed their SBE/RPP requirements?	

COMMENTS:
