

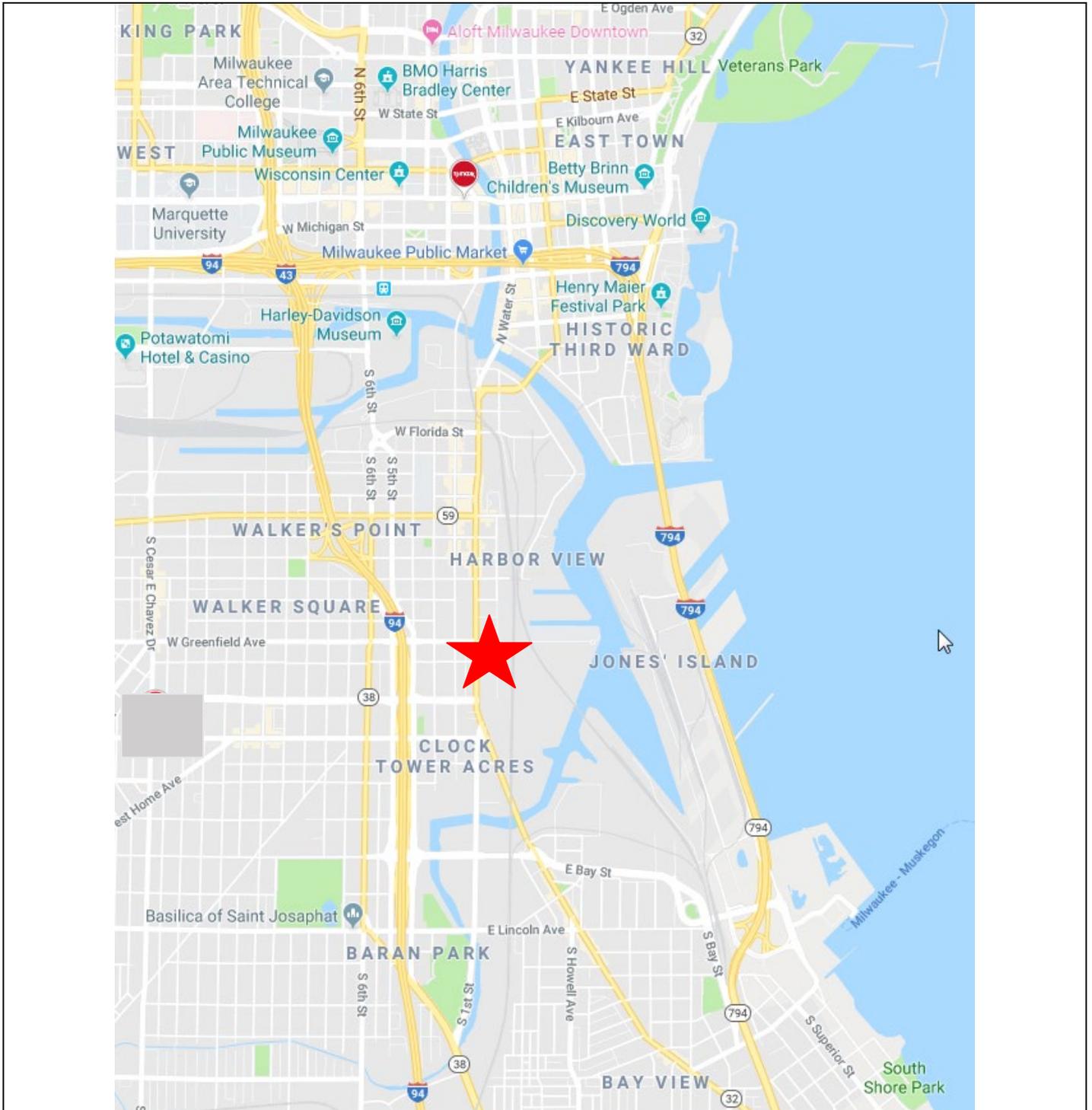


City  
of  
Milwaukee

**Request for Proposal  
Freshwater Plaza  
Harbor District  
Lot 4 - 200 East Greenfield Avenue**  
Official Notice #: \*\*\*\*\*



The Redevelopment Authority of the City of Milwaukee (RACM) is seeking exciting, creative and high quality proposals for the purchase and development of a high profile site at the gateway to the Harbor District. The Harbor at Greenfield Avenue soon will be redeveloped by the Kumatsu Corporation for its new headquarters. This is an opportunity to create a catalytic development on a key parcel in Freshwater Plaza with new opportunities to live, work and play in the Harbor District and Walker's Point.



**PROPERTY**

The parcel at 200 East Greenfield Avenue, is the final large development site in the recently developed Freshwater Plaza with great access to Downtown, Bayview, the Harbor and Highway. Parcel measures 88,758 SF with frontage of 303.42 feet on an access drive to Freshwater Plaza and 205.20 feet on East Greenfield Avenue. The south 40 feet of the lot is reserved by easement for a water feature along East Greenfield Avenue.

The parcel is zoned PD (Planned Development) and allows for a high-density mix of compatible uses, including residential, office, commercial and retail.

RACM will apply for the necessary zoning changes if required by accepted proposal. Consult the City of Milwaukee Zoning Code for more information: <https://city.milwaukee.gov/zoningcode#>.

LB3 zoning may be a helpful guide for appropriate development: <https://city.milwaukee.gov/ImageLibrary/Groups/ccClerk/Ordinances/Volume-2/CH295-sub6.pdf>



**FRESHWATER PLAZA SITE PLAN**

### **ASKING PRICE**

\$1,900,000.00. No brokerage fees will be paid. No public assistance will be available other than the RACM's share of environmental remediation/geotechnical issues and investment in the water feature at East Greenfield Avenue.

### **PROPERTY USE**

Mixed-use development, commercial, retail, office, hotel development that catalyzes development in the surrounding areas. The ground floor use must activate the Freshwater Plaza and Greenfield Avenue/Water feature frontage. Upper levels may be residential, office, hotel or a combination.

Proposals will not be considered for the following prohibited uses: surface parking as a primary or secondary use, rooming houses, check-cashing facilities, pawn shops, automobile sales, service stations, car washes, churches, recycling processing, cigarette or cigar shops, gun shops, drive-thrus and auto-title loan stores and any tax-exempt uses.

### **DEVELOPMENT GOALS**

- Provide a concentration of activity that contributes to the vitality of Freshwater Plaza and the Harbor 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
- Create or retain jobs with family-supporting wages and benefits
- Incorporate sustainable design elements into the building and onsite stormwater management.
- Complete project in a timely manner

### **PROPOSAL PROCESS**

Submit five copies of the following information:

- [Project Summary & Public Disclosure Statement](#) on the RFP website
- Preliminary development budget showing total development costs, proposed sources and uses of funds and a pro forma income analysis.
- Preliminary architectural plans for the building(s) and site improvements that conform to [Design Criteria](#) on the RFP website.

Proposals (five copies) must be received and time stamped at the 2nd Floor Bid Desk, 809 North Broadway. This is a rolling RFP seeking proposals for review on an ongoing basis until a proposal is under a development agreement with RACM. Write "Freshwater Plaza Lot 4" on the submittal package.

### **REVIEW & SELECTION**

The following criteria will be used to review the proposals:

- Quality, attractiveness and uses of proposed development
- Contribution to Freshwater Plaza and surrounding neighborhood
- Adherence to Design Criteria, building codes and Harbor District guidelines
- Use of sustainable construction methods or LEED Certification
- Level and type of jobs created or retained
- Offering price, estimated project cost and tax base to be generated
- Developer's expertise, development experience, experience operating proposed use and financial capacity
- Use of Small Business Enterprises (SBE's) and Resident Preferred Program (RPP)
- Project Schedule

The selected proposal will be presented to the Common Council for formal acceptance and authorization of an Option to Purchase.

### **DEVELOPMENT AGREEMENT AND CLOSING**

The selected proposal will be presented to RACM and the Common Council for formal acceptance. Developer will enter into a development agreement, which will provide for closing nine months after Council approval subject to contingencies for RACM/City approval of developer's final plans and firm financing. Water feature with easement to RACM required at the south end of Lot 4. Earnest money of \$25,000 will be required within 30 days of Council approval. The Executive Director of RACM may grant two 6-month extensions of the closing if satisfactory progress is being made on finalizing the proposal. Each extension will require \$10,000 in additional earnest money.

A closing will occur once all project elements are in place – final plan approval, building permits, financing and a human resources agreement. RACM will provide title insurance in the amount of the purchase price. A \$50,000 Performance Deposit will be required at closing and will be held until satisfactory completion of the project. RACM will convey by Quit Claim Deed on an “as is, where is” basis subject to reversionary rights for non-performance.

Developer will be expected to begin work within 30 days of closing. Developer must finish all work and obtain an occupancy permit within twenty-four months of commencing construction.

#### **ENVIRONMENTAL**

Lot 4 has environmental impacts that need to be managed and soil that will likely need to be disposed of off-site. New development will require communication to and approval by WDNR. Buyer will be responsible for any additional remediation costs associated with the development, such as environmental consulting fees and soil disposal costs, if required. The property will be sold “as is, where is”.

Available environmental documents:

- Chronology of Lot 1 to Lot 4 Soil Management
- 12/15/2014 – WDNR Site Investigation and RAP Approval
- 01/26/2015 – Soil Management Plan, Freshwater Plaza Lot 4
- 03/15/2016 – WDNR Approval for Soil Management
- 05/15/2018 – Technical Assistance Status Update, Freshwater Plaza Lot 4
- 07/17/2018 – WDNR Technical Assistance Review
- 05/01/2019 – Fill Evaluation Report
- 05/01/2019 – Preliminary Geotechnical Investigation Results Report

#### **SMALL BUSINESS ENTERPRISES AND RESIDENCE PREFERENCE PROGRAM**

The site will be sold at a market-rate with no City financial assistance. However, RACM is requiring that a Human Resources Agreement be executed prior to closing, ensuring the developer's **Best Efforts** to obtain at least 25% Small Business Enterprises (“SBE”) and 40% Residents Preference Project (“RPP”) on the project. The City's Office of Small Business Development ([milwaukee.gov](http://milwaukee.gov)/OSBD) is an excellent resource to locate subcontractors and get more information about the SBE and RPP programs. For more information: <http://city.milwaukee.gov/OSBD>

#### **WATER FEATURE/STORMWATER REQUIREMENTS FOR LOT 4**

Developer is responsible for construction of stormwater management facilities for the Site. Stormwater management facilities are to be incorporated into the decorative water feature that is required at the south end of Lot 4.

#### **RESOURCES**

Harbor District Opportunity Zone: <https://city.milwaukee.gov/DCD/CityRealEstate/OpportunityZones>

Walker's Point Association: <https://walkerspointassociation.org/>

The Harbor District: <https://harbordistrict.org/>

City Grants: Façade & Sign Grant [city.milwaukee.gov/facade](http://city.milwaukee.gov/facade) and Retail Investment Fund at [city.milwaukee.gov/rif](http://city.milwaukee.gov/rif)

Business assistance to eligible businesses and uses through Milwaukee Economic Development Corp. at [MEDOnline.com](http://MEDOnline.com)

Harbor District Water and Land Use Plan: <https://city.milwaukee.gov/AreaPlans/HarborDistrict>

#### **CITY/RACM SALE POLICIES**

Proposals will be rejected from any party (as an individual or as part of a partnership or corporation) 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 an 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 violating an order of the Health Department or Department of Neighborhood Services within the past year
- 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 these conditions exist, the City will terminate the Option to Purchase.

#### **OTHER APPROVALS**

Buyer is solely responsible for obtaining approval of the Board of Zoning Appeals 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 does not ensure BOZA approval. RACM staff will assist selected Buyer in obtaining such approvals.

#### **SPECIAL NOTE**

Unauthorized contact regarding this RFP with any City/RACM policy staff, personnel, elected officials or Department of City Development representatives 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. 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 are proprietary, please mark items as such.

#### **QUESTIONS**

All questions concerning the Request for Proposal must be submitted in writing to Scott Stange at [sstang@milwaukee.gov](mailto:sstang@milwaukee.gov), no later than one week before the due date. All responses to questions, changes or clarifications, will be posted on the RFP website. It is the responsibility of the proposers to review the website prior to submission.



Exhibit B – Property Photos

