



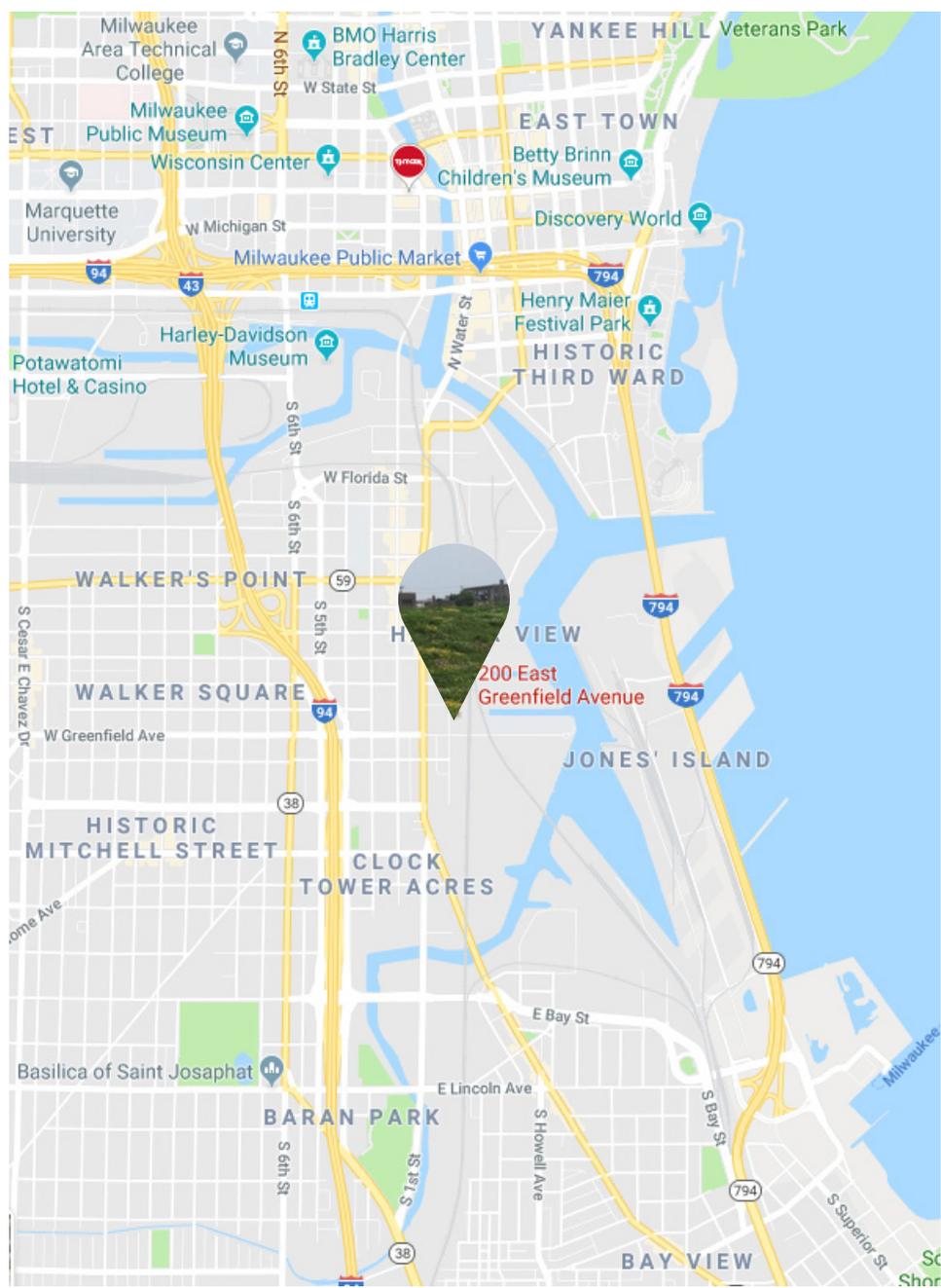
**FRESHWATER  
PLAZA**  
**LOT 4**  
RFP

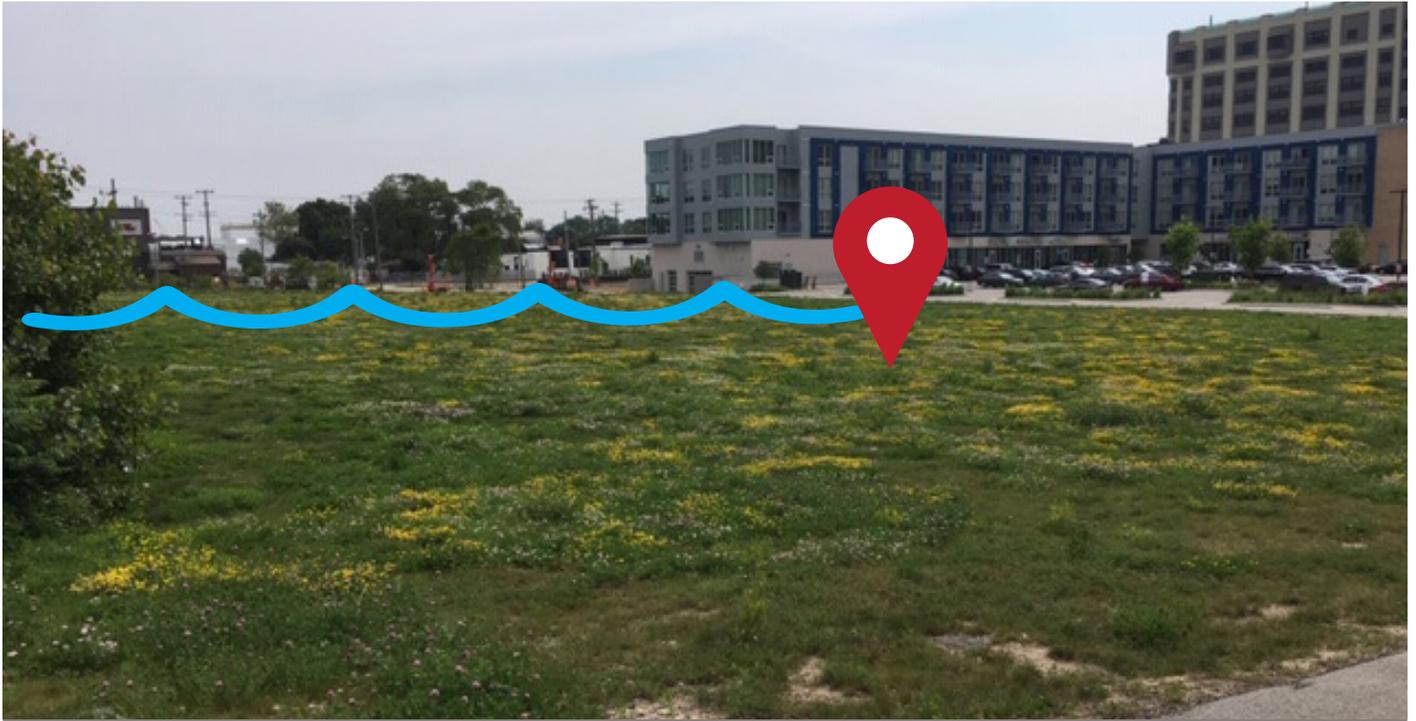
# Request for Proposals

## Freshwater Plaza - Harbor District Lot 4 - 200 East Greenfield Avenue



July 12, 2019





*Development site at 200 East Greenfield Avenue view from the bike path.*



Produced by the City of Milwaukee  
Department of City Development  
[www.milwaukee.gov/dcd](http://www.milwaukee.gov/dcd)

Last update: 7/12/19

**T**he Redevelopment Authority of the City of Milwaukee (“RACM”) is excited to present this Request for Proposals (“RFP”) for 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.

The 88,758 sf parcel is located in the Freshwater Plaza with great access to Downtown, Bayview, the Harbor and Highway. 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.

**Now is the time to develop this key parcel in Milwaukee.**



### // Quick Site Facts //

**Owner:** Redevelopment Authority of the City of Milwaukee (“RACM”), a public entity

**Address:** 200 East Greenfield Avenue

**Size:** 88,758 SF

**Transportation:** Vehicle Traffic Count - 19,200; Bus Lines 56, 15, and Green Line; Kinnickinnic River Bicycle Trail and Greenfield Ave and 2nd Street Bike Routes; Future Streetcar.

**Asking Price:** \$1,900,000. No brokerage fees will be paid. No public assistance will be available other than the RACM's share of environmental remediation/geotechnical issues.

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

## Growth in the Harbor District

The Harbor District area has been growing momentum with new development and investment in the area and over \$500 million in proposed developments announced in 2018 alone. This neighborhood remains home to many of the City's industrial employers and marine businesses. This area is continuing to grow and transform. Additional market information can be found on the Harbor Districts website: [harbordistrict.org](http://harbordistrict.org).

### **Recent and Proposed Investment in the Harbor District:**

- UWM School of Freshwater Sciences opened in 2014 and features labs, offices, and flexible learning spaces. UWM invested \$53 million into this 92,000 sf building.
- Freshwater Plaza's phase 1 was completed in 2017 and includes 76 apartments, 16,900 sf of retail, and a 46,000 sf grocery store for a total of \$46 million investment.
- Mandel group riverfront development is a proposed \$130 million development that will be mixed use with commercial office, hotel, residential, parking structure and public Riverwalk.
- Michels River Development is currently under construction that will include a commercial office, apartments, hotel, retail, and public Riverwalk for a \$100 million investment.
- Proposed public waterfront access via a public Riverwalk and waterfront parks
- Redevelopment of former Solvay Coke & Gas Co. site, the largest brownfield in the City of Milwaukee where Komatsu Mining Co. will build a new corporate campus with 410,000 sq ft of manufacturing, 17,000 sq ft of office, and 20,000 sq ft of museum/training center for a \$285 million development.
- Restoration of last remaining wetland in the District along with surrounding industrial redevelopment

*Proposed rendering of the Komatsu Mining Co. corporate campus*



# Transportation in the Harbor District

## The Milwaukee Streetcar [movingmkeforward.com](http://movingmkeforward.com)

The City of Milwaukee is evaluating a potential extension of the Hop that would travel south out of Downtown, from the Third Ward along either 1st or 2nd Street to National Avenue, where it would continue south to Greenfield Avenue depending on the results of additional system planning and engineering studies.

## High Vehicle Traffic Area

The Freshwater Plaza is located right off of 1st street, a high traffic area with a vehicle traffic count of 19,200.

## Local Busses [ridemcts.com](http://ridemcts.com)

A high traffic area with service from the Milwaukee County Transit System of bus lines 56, 15, and the Green Line.

## Bikeshare [bublrbikes.com](http://bublrbikes.com)

The site is also well-served by Bublr, Milwaukee's bikeshare system, with 88 stations around the City of Milwaukee and growing.

## Bike Path

The Kinnickinnic River Bicycle Trail goes right by the Freshwater Plaza. A popular bike path for bikers living on the southside going into the Walkers Point/Downtown area.



# The Site

The development site in the recently developed Freshwater Plaza has great access to Downtown, Bayview, the Harbor and Highway. This is an opportunity to create a catalytic development on a key parcel in the Freshwater Plaza with new opportunities to live, work and play in the Harbor District and Walker's Point neighborhoods.

*Lot 4 site on Freshwater Plaza*



## Site Attributes

- **Size:** 88,758 SF, with 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.
- **Zoning:** 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>.

- **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](#)

### Water Feature/Stormwater Requirements:

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.



Photo by Wangard Partners



Photo by Doors Open Milwaukee

*Left, Freshwater Apartments, Right, School of Fresh Water Sciences*

## Development Goals and Preferred Uses

**T**he Harbor District has been at the center of Milwaukee's economy for more than 150 years and includes several important establishments, businesses and land uses and facilities with regional impact. This site is at the gateway of the Harbor District and is an opportunity to create a catalytic development.

### City and RACM seek development proposals that:

- 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

### Main Development Site

- Preferred uses include mixed-use development of commercial housing, retail, office or hotel 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.

### Prohibited Uses

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.

## Submittal Requirements and Process

**Proposals are being requested at this time:**

**Submit five copies of the following information on or before 2:00 pm on September 30, 2019.**

- 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, before the deadline.** Write "Freshwater Plaza Lot 4" on the envelope. Proposals submitted after the deadline or to other locations will be returned or destroyed.

## Review and Selection Process

Proposals will be evaluated in terms of:

- 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.





## City Policies

### City/RACM Sale

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.

### 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/OSBD](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>

### 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.

### 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 development site website. It is the responsibility of the proposers to review the website prior to submission.

## Special Notes

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.

## Resources

Harbor District Opportunity Zone: [milwaukee.gov/OpportunityZones](https://milwaukee.gov/OpportunityZones)

Walker's Point Association: [walkerspointassociation.org](https://walkerspointassociation.org)

The Harbor District: [harbordistrict.org](https://harbordistrict.org)

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

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

Harbor District Water and Land Use Plan: [milwaukee.gov/HarborDistrict](https://milwaukee.gov/HarborDistrict)

# Site Photos



*Left, view from Greenfield Avenue, Right, View from plaza parking lot*



*Left, view from bike path, Right, water feature on the corner of S 1st St and Greenfield Avenue*

# CERTIFIED SURVEY MAP NO. \_\_\_\_\_

Lots 1-12, Block 32, Bradford's Subdivision; Lots 7 and 10 and part of Lots 4, 5 and 6, Block 21, Milwaukee Proper; Lots 8 and 9, in Subdivision of Lots 2, 8 and 9, Block 21, Milwaukee Proper; part of Government Lot 5; Parcel 1 and 2, Certified Survey Map No. 7114, recorded as Document No. 8313519; Parcels 1 and part of Parcel 2, Certified Survey Map No. 7113, recorded as Document No. 8313518; vacated South Barclay Street, vacated East Madison Street and vacated alleys; all in the Southeast 1/4 of the Southeast 1/4 of Section 32, Town 7 North, Range 22 East, in the City of Milwaukee, Milwaukee County, Wisconsin.

**SIGMA**  
 Group Service and Solutions GROUP  
 www.thesigmagroup.com  
 1300 West Canal Street  
 Milwaukee, WI 53233  
 Phone: 414-643-4200  
 Fax: 414-643-4210

