



Historic Brady Street Commercial Development Opportunity Request for Proposals



Rare opportunity to build on Milwaukee's most dynamic urban commercial street. The Department of City Development ("DCD") is seeking proposals for the purchase and creative development of a commercial building site located at the corner of Marshall and Brady Streets. This lot is in the heart of Brady Street's vibrant corridor of restaurants, shops and nightlife and surrounded by a growing residential neighborhood. DCD is seeking either a one-story retail development, or a multi-story, mixed-use development with upper floor residential or office use.



PROPERTY INFORMATION FOR 1697 NORTH MARSHALL STREET

- 3,480 Square Foot Corner Lot
- 80 Feet Frontage on Brady, 43.5 Feet Frontage on Marshall
- Zoning, LB2, Local Business
- Historic District, Local & National
- Historic Land Use Investigation available
- Nearby DOT auto traffic count 11,600 cars/day
- Asking Price: \$105,000



DEVELOPMENT GOALS

City of Milwaukee is looking for proposals that contribute to the dynamic commercial activity of Brady Street and complement the surrounding neighborhoods. Expansion of tax base and job creation are desired.

BUILDING DESIGN REQUIREMENTS

Building design must respect the history and scale of Brady Street's built environment. 1697 North Marshall Street is an average size lot for the Brady Street corridor. The commercial and mixed-use buildings on Brady Street are sited on parcels this size or smaller.

- Brady Street facade must be in line with existing structures adjacent and to the south on Brady Street. Marshall Street facade setback may vary from zero to the average of Marshall Street. Maximum five foot setbacks allowed on south and west (alternate setback proposals, such as zero lot line, may be allowed based on development proposal). Design proposals must contemplate zoning and building code compliance with appropriate solutions.
- Site plan to indicate locations of any outdoor seating/patio/tablespace. Sidewalk-bump-out may be possible on Marshall Street.
- Existing curb cut on Marshall Street must be removed. One curb cut at south end of site may be allowed for driveway/parking/garage access with a maximum width of 10 feet. Curb cut and driveway will not be allowed on Brady Street.
- Flat roof with parapet construction is appropriate for mixed-use designs, however a gabled roof design may be acceptable for a well-proportioned, multi-story proposal. First floor retail/commercial space with primary entrance on Brady Street or facing corner of Brady and Marshall. First floor must have a minimum 14 foot floor to ceiling height and 70 percent of the Brady and Marshall facades must be composed of clear glazing.
- Brick required on first level of Brady and Marshall Street facades with other materials such as cement board or burnished block allowed on non-street facades. All brick building preferred. High quality materials such as wood, metal and stone may be considered for upper levels of multi-story proposals. No split-face block, vinyl siding or vinyl windows allowed.
- HVAC and utilities to be integrated into building or screened if located on roof or in south or west ground level setback. Dumpsters must meet the dumpster ordinance and be screened and covered or located within the building.
- Designs to be reviewed and approved by the City of Milwaukee Department of City Development and Historic Preservation Commission.

PREFERRED USES

Street oriented uses that activate Brady Street from morning until night such as retail, restaurant, café, bakery, deli, etc.

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

PROPOSAL PROCESS

Submit four 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.
- Architect vetted, conceptual plans –scaled site plan, scaled elevations that identify building materials and color scheme. Floor plans are desirable, but not required.
- Resume of developer experience and list of completed projects comparable to this RFP request.

Proposals (five copies) must be received and time stamped at the 2nd Floor Bid Desk, 809 North Broadway. Proposals will be reviewed on an ongoing basis upon receipt. Write “Brady and Marshall” on the envelope.

REVIEW & SELECTION

The following criteria will be used to review the proposals:

- Quality and attractiveness of proposed development
- Adherence to Building Design Requirements
- Developments integration with the context of Brady Street's built environment
- Proposed uses for ground floor commercial space and/or letter of interest from prospective tenant
- Offering price, estimated project cost and tax base to be generated
- Developer's expertise, development capability, experience operating commercial use, and financial capacity
- Incorporation of sustainable elements, with extra consideration given to LEED certification
- Project Schedule

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

CLOSING

Buyer to execute Purchase & Sale Agreement after Council approval. Buyer will be given a four-month option period after Council approval to obtain final plans and financing. Closing will occur once all project elements are in place – final plan approval, building permits and financing. The buyer will be expected to begin work within 30 days of closing and finish all work within twelve months. City will convey by Quit Claim Deed, subject to reversionary rights for non-performance. A \$10,000 Performance Deposit will be required at closing and will be held until satisfactory completion of the project.

RESOURCES

- Brady Street Business Improvement District (BID) at bradystreet.org
- Brady Street Area Association bradystreetareaassociation.org
- City Grants: Façade & Sign Grant city.milwaukee.gov/facade and Retail Investment Fund at city.milwaukee.gov/rif
- Business assistance to eligible businesses and uses through Milwaukee Economic Development Corp. at MEDOnline.com
- Historic Preservation Commission: <http://city.milwaukee.gov/cityclerk/hpc>
- City of Milwaukee Small Business Enterprise: <http://city.milwaukee.gov/OSBD>
- Historic Brady Street study: <http://www.city.milwaukee.gov/ImageLibrary/Groups/cityHPC/DesignatedReports/vticnf/HDBradySt.pdf>

CITY 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 any approvals required for the development. Some uses and/or building designs may require approval of the Board of Zoning Appeals. This includes zoning changes 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 City does not ensure BOZA approval. City staff will assist selected Buyer in applying for such approvals.

SPECIAL NOTE

- Unauthorized contact regarding this RFP with any City policy staff, personnel, elected officials or Department of City Development representatives may result in disqualification.
- City 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.
- City 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 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.

MORE INFORMATION:

<http://city.milwaukee.gov/DevelopmentSites>

<http://city.milwaukee.gov/CRE>