

REQUEST FOR PROPOSALS

7350 and 7350R North 76th Street

Former Johnson's Park Property



The City of Milwaukee (“City”) presents this Request for Proposals (“RFP”) for a distinctive adaptive reuse or new construction opportunity along North 76th Street near Good Hope Road in one of Milwaukee’s thriving commercial corridors.

7350 and 7350R North 76th Street (the “Property”) was one of several catalytic project sites featured in the Granville Charette completed in 2017. The Property is Site 3 in this report of the design charette (beginning on page 54):

http://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Northwest/Granville/GranvilleCharette_FinalReportsmall.pdf.



Former Johnson's Park

Many fond memories and a retired mini-golf obstacle (recently sold) are all that remain at this former amusement park. When it opened in the 1970s, Johnson’s Park and Mini Golf originally offered visitors many family friendly entertainment options including mini golf, a water slide, batting cages, go karts and a video arcade. The amusement park sat vacant since the late 1990s and was finally demolished in 2007.

The Property neighbors a newly constructed storage facility to the north and a sports bar to the south. An exposed creek borders the Property to the south and southeast. Located on North 76th Street and with close proximity to Good Hope Road, this Property is easily accessible via transit and automobile. The nearby Destiny Youth Plaza and Uihlein Soccer Park draw large numbers of families to the area on weekdays and weekends.

Development Property Snapshot:

Property Owner:	City of Milwaukee
Address:	7350 North 76 th Street and 7350R North 76 th Street
Building:	45,390 SF constructed in 1973
Lot Size:	433,956 SF Combined total (9.92/acres)
Asking Price:	\$525,000

Zoning

7350 North 76th Street is zoned CS – Commercial Service and 7350R North 76th Street is zoned IL1 – Industrial Light. Commercial Service zoning allows for a variety of commercial uses. Industrial Light zoning is intended for primarily industrial uses. DCD anticipates that respondents to this RFP may propose development that requires the combination of 7350 and 7350R North 76th Street and/or a zoning change. Such proposals should be consistent with the recommendations of the Granville Strategic Action Plan. See attached zoning code at www.milwaukee.gov/ImageLibrary/Groups/ccClerk/Ordinances/Volume-2/CH295-sub6.pdf. The Granville Strategic Action Plan is available at <http://city.milwaukee.gov/AreaPlans/Northwest/Granville>.



Aerial Photo of Johnson's Park (2005)

The Development Property

The nearly 10 acre Property is mostly vacant land along with a building constructed in the 1970s. The Property lends itself to creative development concepts. If the selected proposal requires a zoning change and/or land combination, such a request will be coordinated with the sale authorization.

★ Available Assessor records, photographs, and environmental data on website at <http://city.milwaukee.gov/CommercialProperty>.

Aerial Map:



Potential Uses Include:

- Recreation/Sports Facility
- Restaurants
- Urban farming
- Residential
- Clinic / Healthcare

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 considered for the following uses: Principal parking lot (majority), pawn shop, cigarette or cigar shop, gun shop, liquor store, payday or auto-title loan store, check-cashing facilities, self-storage facilities, or other uses prohibited by zoning.

Development Goals and Obligations

- Proposals to redevelop this site with family entertainment uses as called for in the Granville Charette will be prioritized during the evaluation process. Any proposal for the site should be consistent with the recommendations of the Granville Strategic Action Plan (see page 82 for recommendations applicable to the 76th Street Corridor).
- New construction should follow City of Milwaukee Commercial Design Guidelines.

Important Development Notes

- Property is subject to multiple easements. Title report available to review on the DCD website, at <http://city.milwaukee.gov/CommercialProperty>
- Property has small wetland area. According to the United States Fish and Wildlife Service (USFWS) National Wetlands Inventory, a Freshwater Forest/Shrub Wetland exists on part of the northern side of 7350(R) North 76th Street. The wetland map is included with the Historical Land Use Investigation, available for review on the DCD website at <http://city.milwaukee.gov/CommercialProperty>

Submittal Requirements and Selection Process

Submittals will be evaluated based upon completion and submission of the Project Summary and Public Disclosure Statement (available at <http://city.milwaukee.gov/CRE>) and the following:

- Purchase price
- Prospective use
- Impact on business community and adjoining neighbors
- Consistency with the recommendations of the Granville Charette and Granville Strategic Action Plan
- Extent, quality and attractiveness of proposed development (including new construction, renovations to the existing building if applicable and site plan). **NOTE:** All site and building plans must be scaled. New construction plans must be scaled and identify the exterior material
- Adherence to building and zoning codes
- Use of sustainable building materials
- Identify the project team its members and experience in new construction Contribution to tax base
- Financial viability
- Contribution to the vitality of BID 48 – Granville Business Improvement District
- Completion schedule

Submit proposals to the Department of City Development – Real Estate Section, 809 North Broadway – 2nd Floor, Milwaukee, WI 53202 to the attention of Dwayne Edwards.

Five (5) paper copies and one electronic version of the required submittal must be **received and time stamped** before the submittal period deadline.

Proposals will be accepted until **3PM on Friday, June 1, 2018**

PLEASE NOTE: If no acceptable proposals are received by the initial due date, proposals will be received and evaluated on a continuous basis.

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.

Tax Exemption Prohibition

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

Available Resources

- Business Improvement District No. 48: (414)736-2891
- Façade Grants: www.milwaukee.gov/Facade
- White Box Program: www.milwaukee.gov/WhiteBox
- Retail Investment Program: www.milwaukee.gov/RIF
- Business financing may be available through Milwaukee Economic Development Corp. at www.MEDOnline.com
- Commercial Property Renovation Fund: Natanael.Martinez@milwaukee.gov



Other Approvals

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 Developer to obtain such approval prior to presentation to the Common Council.

Showings

All showings will be according to the following schedule provided by DCD:

Wednesday, April 11, 2018 10am -11:30am

Tuesday, April 17, 2018 1pm - 2:30pm

Thursday, April 19, 2018 11:30am -1pm

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.
- Has 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

Broker for buyer to be paid 6% of Purchase Price.

Questions

All questions concerning the Request for Proposal must be submitted in writing to Dwayne Edwards at the Department of City Development Real Estate Section at dwayne.edwards@milwaukee.gov no later than two weeks before 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.

Special Notes

Unauthorized contact regarding this RFP with any other City policy or staff personnel, 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 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.