



Development Opportunity 1136-46 East North Avenue Riverwest Neighborhood



The City of Milwaukee is seeking proposals for the City-owned site at 1136-1146 E. North Avenue (the **City Site**).

The City Site is a high-visibility development site on East North Avenue and North Commerce Street in the Riverwest Neighborhood. The City Site has great development potential. Located just west of the Milwaukee River, the City Site is well-positioned between Milwaukee's East Side, Riverwest, and the Beerline, three of the most desirable neighborhoods in Milwaukee. The area has a well-established residential market with over 1,000 market rate condominium or apartment units constructed within one-half mile of the site since 2000.

The City Site is across the street from a full service Pick 'n Save grocery store and adjacent to a UW-Milwaukee student housing development. The Beerline recreation trail along the Milwaukee River connects directly to the City Site leading to the Milwaukee River Environmental Corridor to the north and the Milwaukee Riverwalk to the south. The City Site is also only three blocks east of Kilbourn Reservoir Park and Kadish Park, boasting grand views of the city skyline and weekly summer concerts. A new 46-unit apartment building with a climbing wall facility is located immediately to the southeast.

The City Site is ideally positioned for those seeking an urban lifestyle, within a ten minute walk of all the nightlife, entertainment and amenities of East North Avenue at <https://www.theeastside.org/> to the east; Brady Street at <http://bradystreet.org/> to the south; and Riverwest at <https://www.visitmilwaukee.org/neighborhoods/riverwest/> to the north. The City Site is one mile west of Bradford Beach on the shores of Lake Michigan, one mile west of Interstate-43 and one mile north of Downtown Milwaukee. As a major connection between Interstate-43 and the East Side, traffic counts on North Avenue are over 20,000 vehicles daily. The City Site also features frequent transit service to the central business district via MCTS Route 14 and to the University of Wisconsin-Milwaukee via MCTS Route 21, as well as a BublR bike share station.



DESCRIPTION OF CITY SITE (PARCEL A)

The City Site is shown on the Map below as **Parcel A**. Details for the City Site are:

City-Site (Parcel A): ASKING PRICE \$750,000 (\$12.88/SF)

Owner: City of Milwaukee

Address: 1136-46 East North Avenue

Tax Key: 320-1693-000

Parcel area: 58,215 sq. ft. (1.34 acres)

Zoning: currently Detailed Planned Development, as consolidated with Parcels B and C also shown on the Map below.

There is a **retaining wall** on the northern portion of Parcel A.

DESCRIPTION OF PRIVATELY-OWNED PARCEL B

As the Map below shows, the City Site (Parcel A) is between the privately-owned Parcels B and C. Details about Parcel B are:

Parcel B: Contact Owner for Possible Purchase and Price

Owner: ReadCo, LLC

Address: 1164 East North Avenue

Tax Key: 320-1692-000

Parcel area: 19,272 sq. ft. (0.44 acres)

Zoning: currently Detailed Planned Development, as consolidated with Parcels A and C also shown on the Map below.

Parcel B Owner Contact Information per public records (Assessor's Office): 1500 W ST PAUL AV, MILWAUKEE, WI 53233

An existing **billboard** owned by Clear Channel Outdoor, Inc. is located on Parcel B.

DESCRIPTION OF PRIVATELY-OWNED PARCEL C

Parcel C: Contact Owner for Possible Purchase and Price

Owner: Direct ReadCo, LLC

Address: 1132 East North Ave

Tax Key: 320-1416-100

Parcel area: 3,990 sq. ft. (0.09 acres)

Zoning: currently Detailed Planned Development, as consolidated with Parcels A and B also shown on the Map below.

Parcel C Owner Contact Information per public records (Assessor's Office): 1200 GREENWAY TERRACE, ELM GROVE, WI 53122

There is a **retaining wall** on the northern portion of Parcel C.

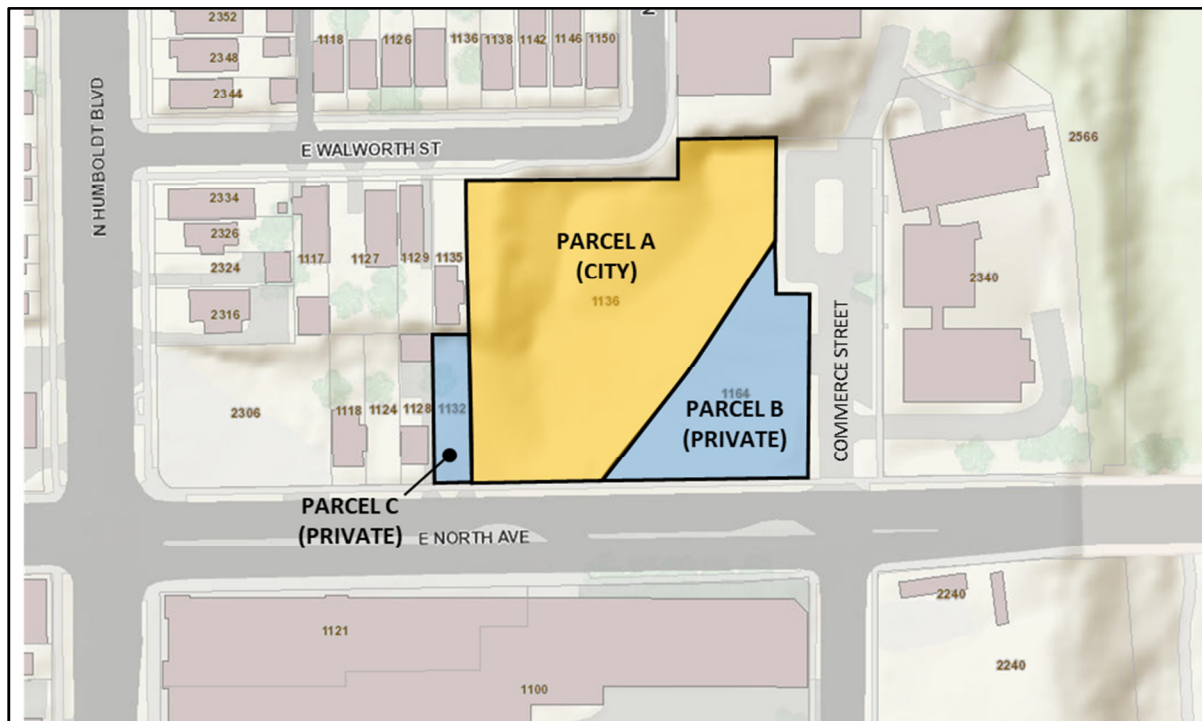
RFP FOR CITY SITE (PARCEL A)

Because the City only owns the City Site (Parcel A), the City can only sell the City Site, and the City issues this RFP for only Parcel A.

If the buyer wishes to submit a response to this RFP that includes the City Site (Parcel A) and one or both of the privately-owned sites (Parcel B and/or C), then, please be clear about that and how you intend to consolidate, and what efforts you have taken to acquire from the private owners.

COMBINED LAND AREA (CITY AND PRIVATE PARCELS) (A + B + C): 81,477 sq. ft. (1.87 acres)

*All parcel area statistics are approximate



INFRASTRUCTURE – CITY SITE

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 City Site. This includes maintenance or replacement of all retaining walls affecting the City Site (Parcel A).

ENVIRONMENTAL DATA, REPORTS AND WDNR CORRESPONDENCE. The City is selling the City Site in AS IS condition, and while the City provides the reports associated with this RFP, the City does 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

- Summary of Completed Remediation Activities, 1132-64 East North Avenue, dated July 30, 2019, prepared by The Sigma Group for the City of Milwaukee.

- Remedial Action Plan Addendum, 1132-64 East North Avenue, dated September 8, 2011 correspondence letter prepared by The Sigma Group to the Wisconsin Department of Natural Resources.
- Remedial Action Plan, 1132-64 East North Avenue, dated August 2011, prepared by The Sigma Group.
- Site Investigation Report, 1136 East North Avenue, dated August 2011, prepared by The Sigma Group.

ZONING CONSIDERATIONS

All three parcels are currently zoned together as Detailed Plan Development (**DPD**). This specific zoning was created for a previous proposal that involved Parcels A+B+C and that proposal did not move forward.

The City Site will need to be rezoned in order to accommodate any new proposal. The Department of City Development (**DCD**) will evaluate the selected proposal to determine what zoning actions are needed for the specific development. Changes required may include a new Detailed Plan Development, or the City Site may be rezoned to an appropriate base zoning district. Possible base zoning districts include LB2, LB3, RM5, RM6, RM7, IM or PD. 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.

LAND USE

Residential and commercial uses are appropriate. A retail or restaurant tenant space can be proposed on the ground floor along North Avenue. Only residential or open space is allowed along Walworth Place. Multiple Buildings are permitted. All buildings must have a clear pedestrian connection from the main entrance to a public sidewalk.

DEVELOPMENT GOALS

- Attract a high-quality development that takes advantage of this unique location, to bring added density and activity to this area, and add to the tax base.
- Development of the City Site should be consistent with the recommendations of the Northeast Side Area Plan at <https://city.milwaukee.gov/AreaPlans/Northeast>
- Any housing that is proposed for the City Site should strive to provide a mix of units affordable to a range of incomes. Proposals that incorporate income/rent restricted affordable units within the proposed development are highly encouraged, with a preference for 2BR or larger units and/or units targeting low income individuals below 50% AMI.
- Developments are encouraged to incorporate sustainability features such as green infrastructure, green roofs, sustainable materials, renewable energy, etc.
- Developments should meet the Supplemental Design Guidelines for 1136-46 East North Avenue (Parcel A) that are part of this RFP at www.city.milwaukee.gov/CRE

SUBMITTAL REQUIREMENTS AND SELECTION PROCESS

Submit proposal to DCD - 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), Friday, May 15, 2020.**

SUBMITTALS MUST INCLUDE:

- Completed "[Proposal Summary and Public Disclosure Statement](http://www.city.milwaukee.gov/DCD/CityRealEstate/CRE)" on the form available at www.city.milwaukee.gov/DCD/CityRealEstate/CRE
- Clear statement of whether buyer will consolidate the City Site with the privately-owned Parcels B and/or C, and if consolidation is sought, then buyer efforts to acquire from the private owners.
- Description of proposed development including uses, number of units, etc.
- Preliminary Site and Building Design including:
 - Scaled Site Plan/Landscape Plan including streetscape concepts
 - Scaled Elevation drawings for each street frontage identifying exterior materials
 - 3D diagrams showing massing, location of various uses and parking areas
 - Any other images that may be helpful in understanding the proposed design
- Financing plan including pro-forma and sources of equity
- Plan for engaging the surrounding property owners
- Project Schedule

SUBMITTALS WILL BE JUDGED ON THE FOLLOWING CRITERIA

- Overall quality and attractiveness of the proposed development
- Advancement of the development goals
- The number and mix of affordable housing units included in the proposal
- Adherence to the use, intensity and design guidelines
- Contribution to the tax base
- Project team experience
- Brownfield experience
- Plan for community engagement
- Purchase Price
- Financial viability

TAX EXEMPTION PROHIBITION

Conveyance of the City Site will be subject to a deed restriction prohibiting property tax exemption.

OTHER APPROVALS

Once a buyer is selected, the proposal is subject to approval by the Common Council. Selection of the project by DCD does not guarantee Common Council approval. Common Council approval is required prior to any land sale. The selected proposal will require a zoning change, such a request will be coordinated with the sale authorization. If Board of Zoning Appeals (**BOZA**) review is required, DCD will cooperate 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.

- 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 the buyer policies are not met, the City will not close and convey. See complete Buyer policies at www.city.milwaukee.gov/CRE.

BROKERS

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

Depending on the development proposal selected, the City may require that the buyer, at closing, pay a performance deposit to be held by the Redevelopment Authority of the City of Milwaukee (**RACM**) to assure completion of the proposed project. The City will impose deadlines for commencement of construction and completion of construction.

CONTACT

Matt Haessly, DCD Real Estate Section, (414) 286-5736 or matt.haessly@milwaukee.gov

SPECIAL NOTES

- The City of Milwaukee reserves the right to reject any and all proposals for any reason including no 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 and design 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.
- DCD will honor confidentiality requests to the extent possible under Wisconsin's Open Records Law. If attachments to the Public Disclosure Statement are proprietary, please mark items as such.