

WATCH MUSKEGON

REQUEST FOR PROPOSAL

CITY OF MUSKEGON OWNED LOT
LOCATED AT 241-255 W. WESTERN AVE., MUSKEGON, MI



BACKGROUND AND CONTEXT

Once the location of Muskegon's Woolworth's and Kresge department stores and, later, the Muskegon Mall, the property is located in the heart of downtown Muskegon, where the city's shopping, restaurants, hotels, brew pubs, and entertainment are centered. The site is across the street from the popular Muskegon Farmers Market, and adjacent to the Highpoint Flats residential project. The property is also minutes from the shoreline of Muskegon Lake and other recreational opportunities such as Heritage Landing (festival grounds), Hackley Park, and the Lakeshore Bike & Pedestrian Trail. A short drive or bike ride away are the sugar sand beaches and clear waters of Lake Michigan. There are multiple areas of recent improvements at the site, including: paved roads, storm sewers, sidewalks, water, sewer, electric, gas, curbs, street lights, and standard utilities.

CITY OBJECTIVES

The City of Muskegon's objective is to sell the property to a private person/entity to be developed for mixed-use. It is important that the proposed development contributes in a positive way and generates activity in the revitalizing downtown area. It is preferred that the ground floor contain a variety of active commercial uses such as retail, restaurant, etc. The upper floor(s) should be reserved for market-rate residential housing, preferably mid-market apartments ("affordable" market-rate for students, young professionals, etc.). The possibility of utilizing federal funds (HOME and/or CDBG) exists with the inclusion of a mixed-income housing component.

Due to its expansive street-frontage along W. Western Ave., should a single building be proposed to occupy the entire site, it is favorable that the massing/facade of the building give the appearance of multiple structures. This property once held as many as eight buildings with a variety of interesting facades; that visual diversity is a desired trait in the redevelopment of downtown Muskegon. It is also the City's goal to partner on shared parking in this area, but there are no minimum off-street parking requirements within the Form Based Code district.

SITE BACKGROUND AND DESCRIPTION

The property has a total area of 14,489 sq. ft. (0.33 acres). Approximately 241.5 feet of frontage exists along W. Western Ave; the lot extends 60 feet deep creating additional frontage along Jefferson St. The lot was previously owned by Parkland Properties, and was acquired by the City of Muskegon in November of 2016. The property is located in a Renaissance Zone until 2023. The property is located in the Mainstreet (MS) Context Area of the City's Form Based Code, which allows for a mix of uses including, but not limited to, retail, restaurants, offices, residential, indoor theaters, and micro-breweries.

The City recently completed an environmental assessment on the site, which is available for review. Also available are drawings from a previous residential project proposed for the site.

PROPOSAL SUBMISSION REQUIREMENTS:

All interested parties are invited to submit proposals to the City of Muskegon Planning & Economic Development Department. Complete proposals will include the following:

- A. Formal letter of interest on letterhead of principal purchaser/developer, if a single entity, or the principal entity of the respondent, where the respondent is a team. Such letter should be addressed to: Cathy Brubaker-Clarke, Director of Community & Economic Development, 933 Terrace St., P.O. Box 536, Muskegon, MI 49443-0536.
- B. Identification of the Proposer/Business with Contact information. The respondent should provide a description and general history of the individual, firm, or entity that is anticipated to become the owner of record, and/or will have primary responsibility for implementing the development proposal. The respondent's specific experience in implementing the type of project proposed should be highlighted. Resumes and qualifications of the Project Manager and other relevant staff shall be included.
- C. Description of the Development Proposal. The respondent should provide a description of the development proposal, including the following:
 - Purchase price offered.
 - Development plan and timetable for the future use of the property.
 - Estimated cost of improvements and approximate schedule for completion.
 - Plans to attract tenants, if applicable; identify types of tenants to be sought.
 - Proposed sources and uses of funds.

- Anticipated level of job creation.
- D. Commercial or Trade References. The respondent (firm and principals) must identify and describe any current, pending or threatened litigation against them related to their business or real estate dealings. The respondent must attest to having no litigation pending or contemplated against the City of Muskegon.
- E. Obligations to the City of Muskegon. The respondent must attest to having no outstanding or overdue tax, lien or fine obligations to the City of Muskegon.
- F. The City of Muskegon may elect to deem a submission non-responsive if the submission fails to comply with the specific requirements of this solicitation.

Please note that the offering price will not be the sole determinant in the sale of the property. Other factors, such as, but not limited to those above, will be given consideration. Prior to accepting any proposal, the successful developer will need to provide evidence of their financial capabilities. The City reserves the right to reject any and/or all proposals.

Proposals are due back to the City of Muskegon no later than January 27, 2017.

PROPOSAL REVIEW PROCESS:

The City shall review the proposals, through a committee process, request written clarification from proposers, if necessary, and may select two or more proposers as finalists. At the conclusion of the review process, the recommended proposal shall be presented to the Muskegon City Commission for approval and request to enter into a Purchase Agreement, as well as a Development Agreement for the property. The City of Muskegon reserves the right to terminate this process at any point prior to the selection for a proposer and solicitation of proposals in no way obliges the City to proceed with any development.

Proposal Evaluation Criteria

The committee shall consider the following information when evaluating submissions to determine the proposal that is in the best interests of City of Muskegon:

- Quality of the development proposal, with specific attention to tenancy/occupancy plans
- Financial capability of the respondent to consummate the purchase and proceed with the development proposal in a short timeframe
- Qualifications of the respondent to implement its development proposal
- Compatibility of the development proposal with site planning and Form Based Code considerations and existing Downtown uses

- Financial benefit to the City of Muskegon, with consideration to purchase price offered and future property tax generation potential of the real estate and personal property and the benefits of the proposed use to the general Downtown area

The committee may request supplemental information when it determines the necessity, including business and personal financial statements from any of, all of, or none of the respondents.

CONTACT INFORMATION:

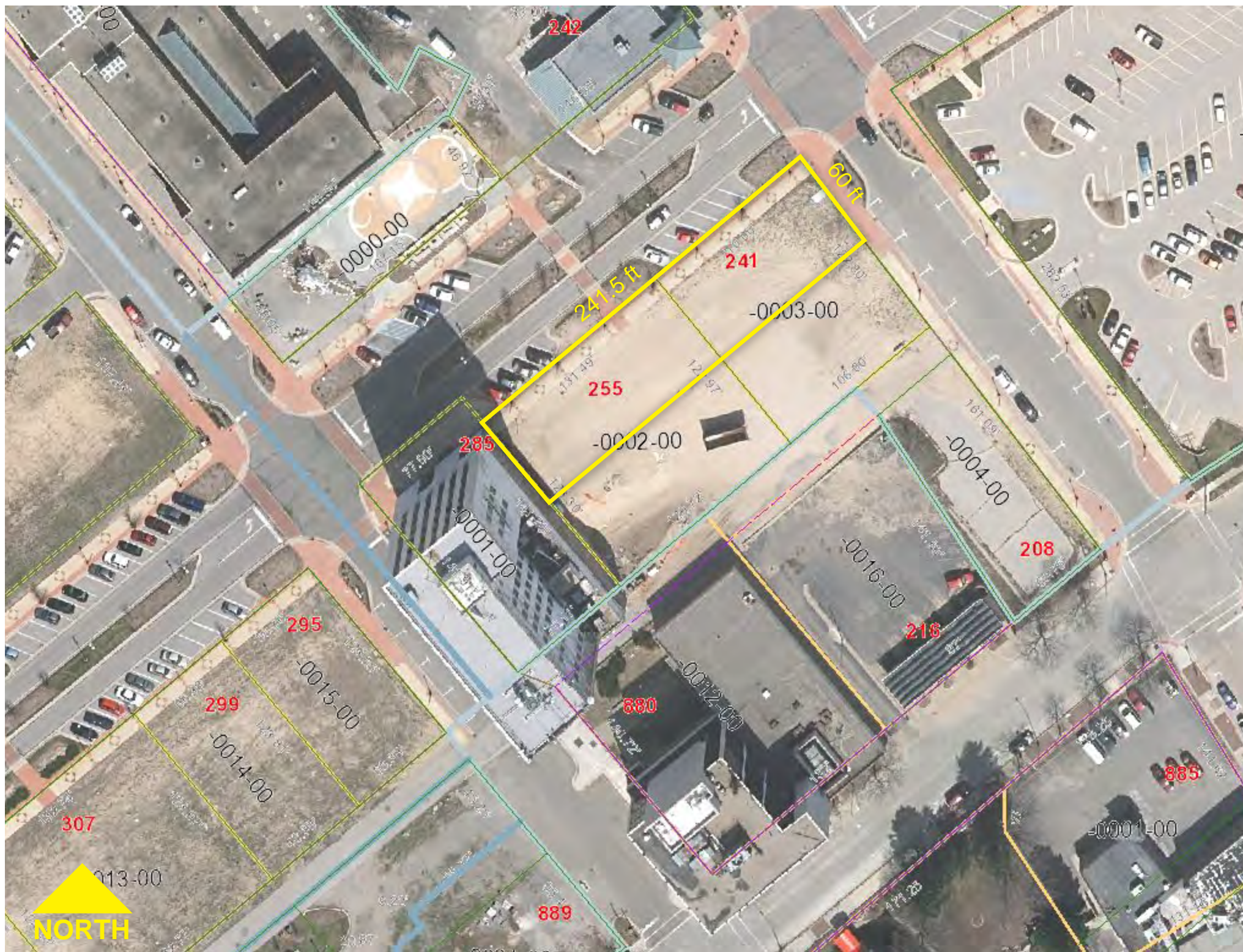
Please contact the City of Muskegon Planning & Economic Development Department at the number listed below with any questions you may have.

All inquiries and proposals should be directed to:

Cathy Brubaker-Clarke OR Mike Franzak
Planning & Economic Development Department
933 Terrace Street
P.O. Box 536
Muskegon, MI 49443-0536

Phone: (231) 724-6702

E-Mail: cathy.brubaker-clarke@shorelinecity.com
mike.franzak@shorelinecity.com

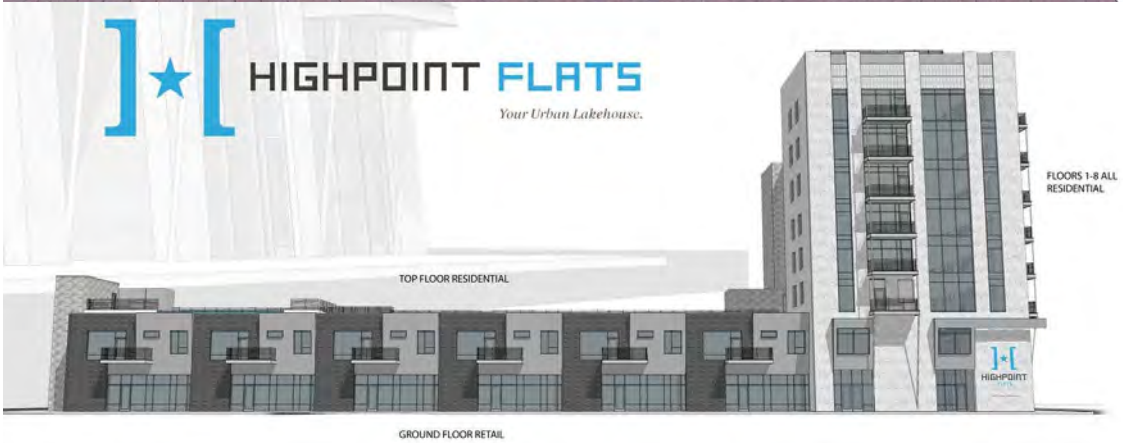




Property in the 1930s, looking west



Property in the 1960s, looking east



2008 proposed residential project



Property in 2016, looking north

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