



## 90 HARTFORD HOUSING PROJECT REQUEST FOR PROPOSAL



### **CITY OF MUSKEGON HOUSING DEVELOPMENT OPPORTUNITY**

The City of Muskegon, Michigan, on behalf of Muskegon County, Michigan is seeking a capable and experienced development partner for a county-owned property consisting of multiple parcels commonly referred to as 90 Hartford in downtown Muskegon. The 0.82 acre vacant site provides the opportunity for a higher density housing project located in a desirable amenity-rich community. The project site is adjacent to county resources such as the courts, register of deeds, as well as other affordable housing complexes. The site features a Form Based Code designation which allows for multifamily developments. The property is accessed by a public paved street and is adjacent to municipal and private utilities including sewer, water, electricity and gas with sufficient capacity to serve a build-out of the site.

Interested development teams are invited to submit proposals by February 2nd, 2026, 9:00am, addressed to Director of Development Services Jake Eckholm, 933 Terrace, Muskegon Michigan 49440. Email: [Jake.Eckholm@shorelinecity.com](mailto:Jake.Eckholm@shorelinecity.com) Phone: (231)-724-6780

## **INTENT**

The City of Muskegon has identified housing at all price points as one of its top priorities. The City desires a development on this site to serve a housing need at household income levels consistent with the needs of the surrounding neighborhoods. Specifically, the city is interested in a development that will provide units that are affordable to residents making between 30-120% AMI.

To support the creation of truly affordable housing, the city is open to negotiating a Payment in Lieu of Taxes (PILOT) for proposals that strongly align with community housing goals and demonstrate long-term affordability.

## **FOR MORE INFORMATION ABOUT THIS PROPERTY, PLEASE CONTACT:**

Matthew Farrar, Deputy County Administrator  
Muskegon County, Michigan  
231-724-6397  
FarrarMa@co.muskegon.mi.us

Mike Franzak, Planning Director  
City of Muskegon, Michigan  
231-724-6982  
Mike.Franzak@shorelinecity.com

## **THE CITY OF MUSKEGON**

We're Muskegon — the Shoreline City.

Throughout our neighborhoods, along the waterfront, and into downtown, you can feel an undercurrent of energy, and a vibe that's unapologetically Muskegon.

Things are different now. If your view of Muskegon is decades, years, or even months old we're sure it's outdated, because we aren't the same place today as we were yesterday. We have new and flourishing business districts and a growing population of people who call this place home. Some things have stayed the same, like our sense of community pride and natural resources that invite new adventures every day.

There's a vibrancy you can feel when you walk through our neighborhoods. We've made sacrifices, overcome challenges, revitalized our city, and turned the old into something new. We are resilient. Whether you work here, live here, or explore here, you'll see something that runs deeper.

You'll discover that in Muskegon, hard work is rewarded, that our people are diverse, inclusive, and real as they come. You'll find that relationships are valued, and a smile and a wave are contagious. Our story has come a long way, and the city is committed to making the next chapter our best one yet.



**DEVELOPMENT SITE**

The site is primarily accessed from Apple Avenue, the westernmost portion of State M-46. This road is slated for a \$26 million reconstruction in 2026, providing high quality and efficient access to major employers and common commuter routes. The site is immediately adjacent to several businesses and services, such as Benson’s Pharmacy which features fresh grocery, pharmacy services, and household goods. It is easy walking distance to the main downtown corridor which features the Muskegon Farmer’s Market, the second largest year-round farmer’s market in Michigan. Muskegon High School is also within walking distance, along with Muskegon City Hall and many of the core Muskegon County services.

**Tax Description**

CITY OF MUSKEGON  
REVISED PLAT OF 1903  
PRT LOT 7 BLK 221 DESC AS FOLS  
COM @ SE COR SD LOT  
TH NWLY ALG WLY LN PINE ST 82 FT  
TH SWLY & PAR TO NLY LN HARTFORD AVE 66 FT  
TH SELY & PAR TO WLY LN PINE ST 82 FT  
TH NELY ALG NLY LN HARTFORD AVE 66 FT TO POB

CITY OF MUSKEGON  
REVISED PLAT OF 1903  
LOT 6 & THAT PT LOT 7  
LYING WLY OF NELY LN LOT 6 IF EXTD THRU LOT 7 BLK 221

CITY OF MUSKEGON  
REVISED PLAT OF 1903  
LOT 8 BLK 221

CITY OF MUSKEGON  
REVISED PLAT OF 1903  
LOTS 9-11 BLK 221

PINs	61-24-205-221-0009-00, 61-24-205-221-0008-00, 61-24-205-221-0007-00, 61-24-205-221-0006-00
Area	0.82 Acres
Zoning	Form Based Code NC
Owner Name	Muskegon County
School District	Muskegon Public Schools

## **ZONING**

The site is designated Form Based Code – Neighborhood Core. This Context Area is characterized by a wide variety of building types that can accommodate retail, service, office, and residential uses. Buildings are typically close to the street and form nodes of activity at key intersections. This Context Area forms a transitional area between the more intense Context Areas of the Form Based Code area and the existing residential neighborhoods that are adjacent to downtown Muskegon. The following are generally appropriate form elements in this Context Area:

- A. Primarily attached buildings
- B. Medium to large building footprint
- C. Varied front setbacks
- D. Small side setbacks
- E. Varied frontages

## **UTILITIES**

The site is served by city water, sewer, Consumers electricity, and DTE gas. Utility maps can be requested by contacting Joel Brookens, Assistant City Engineer, at 231-724-4100 or Joel.Brookens@shorelinecity.com.

## **MASTER PLAN**

The City of Muskegon has recently completed a significant update to its 25 Year Master Plan. Respondents are encouraged to review the plan which can be found in the Development Services Division Offices at Muskegon City Hall, Suite 202, 933 Terrace, Muskegon MI 49440 or online at <https://muskegon-mi.gov/city-services/development-services/planning/city-plans-reports-strategies/city-of-muskegon-master-land-use-plan/>

## **SITE VISION**

The county envisions a project that:

- Prioritizes affordability, accessibility, and sustainability.
- Is designed to integrate seamlessly with the adjacent Apple Avenue Corridor and nearby neighborhoods.
- Incorporates inclusive design principles to serve a diverse range of household types.
- Utilizes green building practices and promotes long-term resilience.
- Maximize the number of residential units that can be supported by the site.
- Create long-term housing options.
- Create housing that is attainable for households that are at 30 to 120 AMI.
- Provide a building design that meets the intended character of the area.

## **INCENTIVES**

The City of Muskegon is open to assisting the selected developers with available incentives from the County, State or Federal Government. The following are some potential incentives that could be used but should not be considered an all-inclusive list. The city is willing to consider other incentives that have not been identified or become available and could be applied:

Low-Income Housing Tax Credit (LIHTC)  
<https://www.huduser.gov/portal/datasets/lihtc.html>

Payments in Lieu of Taxes (PILT) <https://www.michigan.gov/dnr/managing-resources/public-land/pilt>

MSHDA Housing Tax Increment Financing (TIF) Program  
<https://www.michigan.gov/mshda/developers/tax-increment-financing-tif>

## **RESOURCES**

The City of Muskegon encourages developers to utilize all available resources and collaborative contacts to help bring a high-quality product including:

Michigan Economic Development Corporation  
<https://www.michiganbusiness.org/>

Michigan State Housing Development Authority, <https://www.michigan.gov/mshda>

## **SELECTION PROCESS**

The Muskegon City Commission will select a qualified development team after a sealed proposal opening and an evaluation provided by staff. It is the intent of the City to assist Muskegon County to enter into a purchase/development agreement that includes property control for an adequate period to allow for due diligence activities.

## **PROPOSAL FORMAT**

Required Proposal Elements:

1. Letter of Interest (max 3 pages): Identify development team and summarize the project vision.
2. Site Concept and Renderings: Include conceptual site plans and architectural renderings that illustrate design intent.
3. Commitment to the number or percentage of units that meet the city's vision for affordability.
4. Financial Proposal: Include a proposed purchase amount, detailed pro forma, and projected timeline.
5. Development Team Information: List team members, firm resumes, and demonstrate financial capacity.
6. Past Projects/Portfolio: Provide examples (max 10 pages) of similar completed developments with references.

The City of Muskegon may seek additional information and will conduct interviews as necessary. The RFP and responses should not be considered a legally binding agreement. Upon selection of a qualified development team, the city will enter into a pre-development agreement including purchase price, due diligence period, and other terms.

Elements of the proposal are somewhat flexible but all matters listed above must be addressed and clearly communicated in the proposal.

Any expectations of city action should also be mentioned, such as potential agreements, requested incentives, or other such funding tools that would require the city's authorization. All submissions should be made by February 2<sup>nd</sup>, 2025 in a sealed envelope with 3 original signed copies and an electronic copy in PDF format to the Director of Development Services:

Jake Eckholm  
Director of Development Services  
City of Muskegon, Michigan  
231-724-6780  
Jake.Eckholm@shorelinecity.com

**EVALUATION CRITERIA**

- Alignment with City's affordability goals (30–120% AMI)
- Quality and feasibility of design and construction
- Developer experience and financial capacity
- Community benefits, including walkability, sustainability, and accessibility - Proposed timeline and ability to proceed expeditiously