

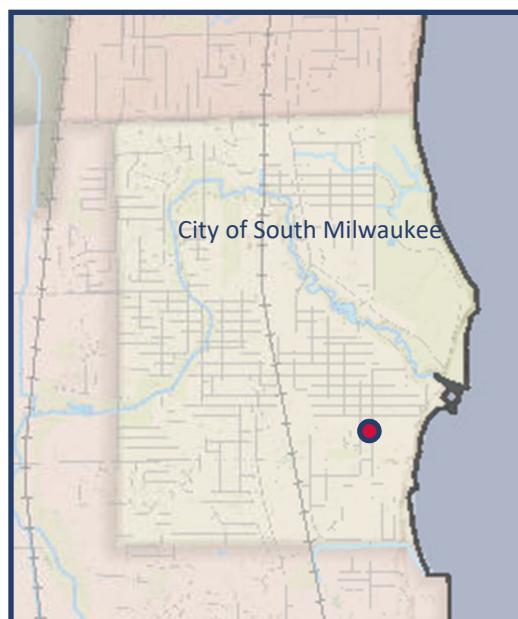


# REQUEST FOR PROPOSAL

City of South Milwaukee Plan Commission

## Commercial Redevelopment Project

**2318 10TH Avenue, South Milwaukee, WI 53172**



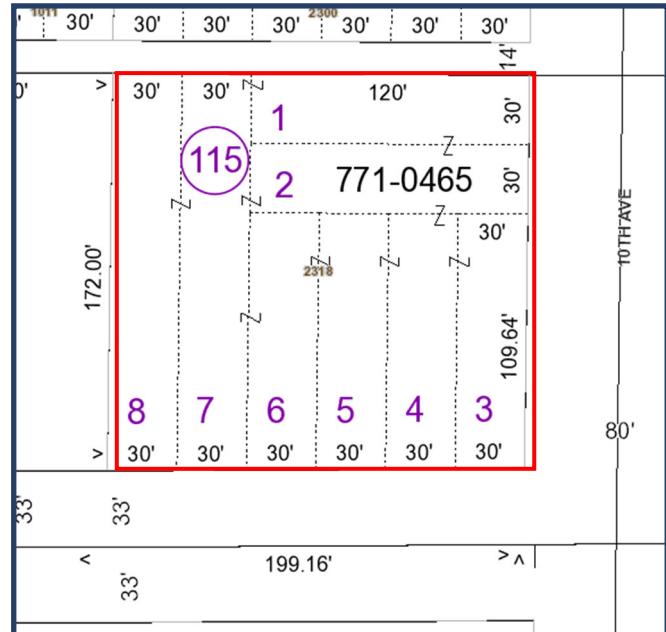
## CITY-OWNED VACANT LAND FOR SALE– COMMERCIAL

2318 10th Ave, South Milwaukee

The City of South Milwaukee is located along Lake Michigan's shoreline. We are a small town with big-city amenities and attractions. South Milwaukee's pedestrian-friendly downtown and charming neighborhoods created an outstanding walkable community.

### About This Property

- ◆ Site Size: Approximately 30,600 SF (0.70 acres)
- ◆ Sale Price: TBD
- ◆ Tax Incremental District #5 (TIF) - Incentives available
- ◆ Tax ID: 771-0465-000
- ◆ Located in the Downtown District
- ◆ Property sold "as-is"
- ◆ Zoning: C-3 Central Business Zone or PDD opportunity. Supported Uses Commercial/Mixed Use
- ◆ Public sewer and water, gas, electric and telephone serve the site
- ◆ City-Owned property
- ◆ Vacant land site at the NWC of 10th Avenue and Marquette Avenue, two blocks from the center of downtown district
- ◆ Frontage: 170 ft on 10th Avenue
- ◆ Frontage: 180 ft on Marquette Avenue
- ◆ Traffic Counts: 8,700 vehicles/day for Marquette Avenue
- ◆ Traffic Counts: 7,300 vehicles/day for 10th Avenue
- ◆ Stoplight Corner



### Previous Use: Former Amoco Gas Station

- ◆ Dec 6, 2016 one underground storage tank, fuel dispenser and underground pipe were removed
- ◆ Sept 30, 2019 the [DNR issued Final Closure](#) with continuing site obligations:  
Vapor control technologies may be required.

### Surrounding Characteristics

- ◆ Located in South Milwaukee's Downtown, with restaurants, coffee shops, retail and more.
- ◆ Near Milwaukee County Grant Park with 380 acres and home to Seven Bridges Trail, an 18-hole golf course, a thriving beach and summer grille, yacht club, tennis courts and the 100+ mile Oak Leaf Trail, a regional biking trail.
- ◆ Two blocks away is the new Bucyrus Commons Outdoor Event Space where the South Milwaukee Downtown Market operates June through October.
- ◆ The community is home to street festivals, garden and art tours, fireworks, parades, annual carnival picnics and more.
- ◆ Recent Downtown investments include: Milwaukee Avenue streetscape; Bucyrus Museum and indoor event space; Bucyrus Commons outdoor event space; 44 new apartment homes.

WALK SCORE

75

## Demographic Overview

### South Milwaukee Population 20,857

	3 miles	5 miles	0-5 min	0-10 min
Current Year Estimated Population	48,040	109,015	21,334	61,631
Number of Households	20,283	46,568	9,320	26,152
Average Home Value	\$254,991	\$254,010	\$241,920	\$258,207
Population Growth % (2021-2026)	1.50%	1.80%	-0.4%	1.40%
Current Year Average Age	41.7	41.1	41.5	41.2
Current Year Median Household Income	\$61,722	\$62,063	\$56,196	\$61,000
Current Year % Bachelor's Degree	24.4%	27.8%	23.1%	25.7%
Number of Businesses	842	2,249	327	1,260
Total Number of Employees	17,262	42,197	5,784	26,656
Daytime Population	42,071	101,073	18,336	60,388

Measured from Downtown, 2022

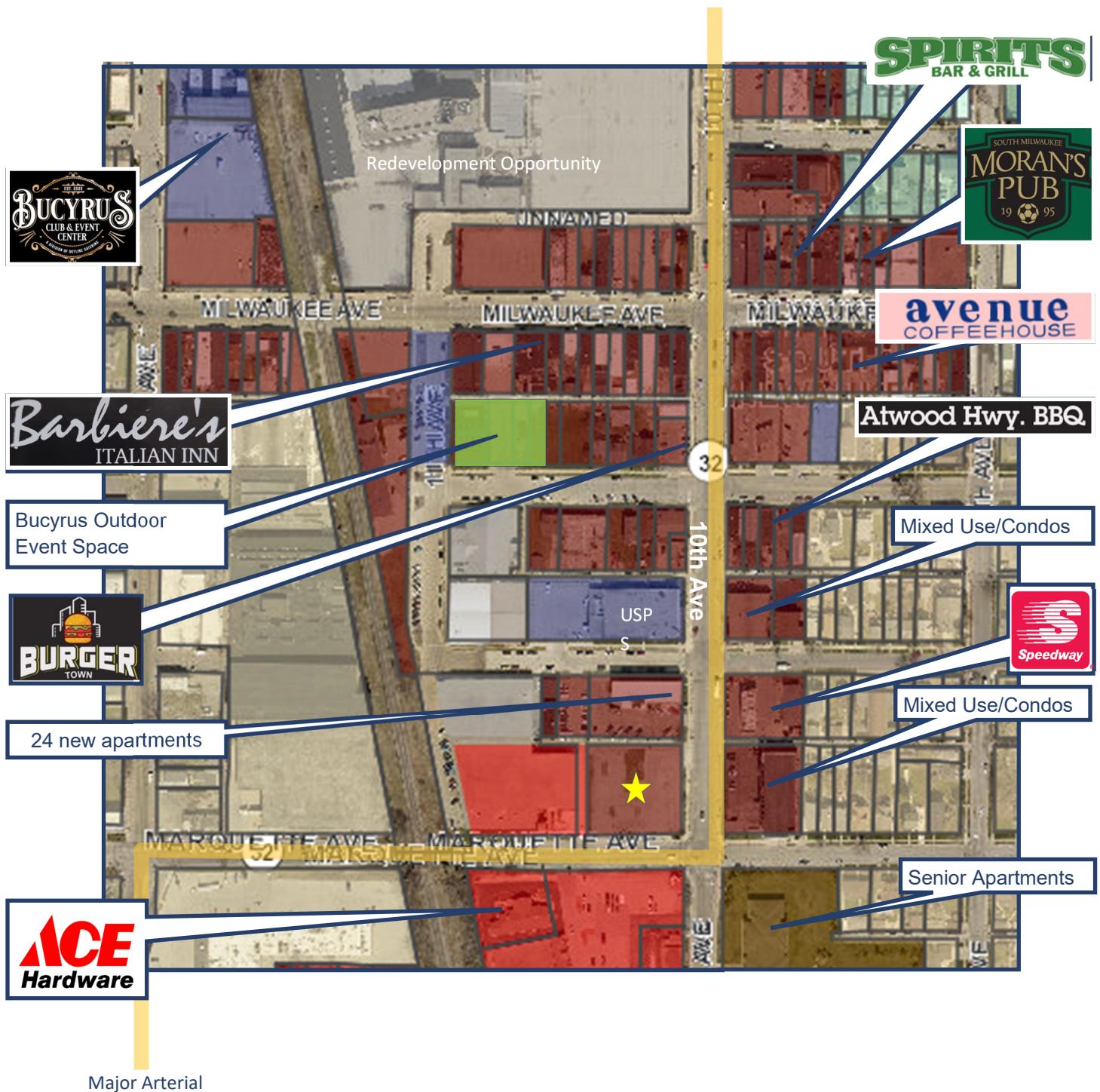


### Average Annual Daily Traffic Counts

Intersection	Count
Milwaukee Ave, north of 10th Ave	4,300
Milwaukee Ave, south of 10th Ave	3,500
10th Ave, Milwaukee to Monroe	8,700
10th Ave, Michigan to Madison	7,600
Marquette Ave, Chicago to 10th	7,300
S. Chicago Ave, Montana to Marquette	8,700
Rawson Ave, at Nicholson Ave	15,200
Rawson Ave, at I-94	42,600

2018-19

## Surrounding Land Uses



## Development Criteria

2318 10th Ave, South Milwaukee

These guidelines shall serve as a supplement to the municipal code. Where there is a conflict between the guidelines herein and the standards in the code, these guidelines shall apply.

**Site:** 2318 10th Avenue, city-owned property, 30,600 SF (0.70 acres)

**Preferred Land Use:** Commercial or Mixed-Use

**Zoning Setbacks:** 15-foot front yard build-to line , Min 20 ft street side yard setback

### Building and Site

- a) Minimum 2-story building. Building areas above 60 feet in height should be setback at least 5 feet from the primary façade
- b) The primary entrance to the development should be oriented towards 10<sup>th</sup> Avenue
- c) Parking should be located at the rear of the building site

### Design Guidelines

- a) Building should ensure “four-sided”, quality design and materials by applying consistent building details and scale on all sides
- b) Regardless of architectural style, buildings should have a distinct base, middle, and top
- c) Building should meet the ground with a solid base treatment to create a visual transition from the sidewalk to the building wall. Glass treatments that extend to the ground are not recommended
- d) For first floor commercial, at least 60% of the ground floor façade must have windows at least 5 feet high
- e) Create architectural interest through the use of cornices, friezes, pilasters, arcades, piers, brick patterns, lintels, sills, special roof features, special door and window features, or mullions.
- f) Additional architectural features should be added to exterior building corners at street intersections
- g) Ample fenestration on all sides of building, maximizing light, air and privacy

### Conceptual Site Plan



- h) Encourage incorporation of crime prevention design features according to Crime Prevention Through Environmental Design
- i) Screen trash and utility areas
- j) Screen parking lots with ornamental fencing, hedges and other plantings

## Purchase Price

Land cost shall be determined on the overall value of the proposed development. The land was purchased in 2019 by the City of South Milwaukee for \$125,000. The City reserves the right to negotiate the purchase price after submittal of proposals with the prospective developer.

The site will be sold “as-is”. Prior to closing on the purchase of the property, the purchaser shall enter into a Development Agreement with the City of South Milwaukee. The City’s Plan Commission acts as the development agent for the City in matters related to redevelopment. The Plan Commission reserves the right to negotiate all terms and conditions with all parties and to accept or reject proposals or offers to purchase.

## Proposal Requirements

Briefly describe current and previous experience on similar projects.

Provide a proposed site plan with project components and square footage. General elevations of proposed structures with a brief description of building materials, palette and landscape materials. Detailed site plans and elevations are required prior to entering into a Development Agreement but not necessary for RFP submission.

Preliminary budget, showing development costs, proposed sources and uses of funds.

Project schedule for construction.

## Submissions and Selection

A subcommittee of the Plan Commission will review submittals and may choose one or more proposals to present to the Plan Commission for final consideration and to proceed with purchase negotiations and related development approvals. Proposal selection will be weighed against adherence to the development criteria.

Five (5) copies of proposals along with electronic documents in PDF file format must be submitted in sealed envelopes by **4:00 PM on November 8, 2022**. Submissions and all questions related to this RFP shall be submitted in writing to:

Patrick Brever

Economic Development Director/Assistant City Administrator

2424 15th Avenue

South Milwaukee, WI 53172

Ph: 414-768-8051

[Brever@smwi.org](mailto:Brever@smwi.org)

Website: [southmilwaukee.gov](http://southmilwaukee.gov)

Confidentiality: Prospective purchases may designate information contained in proposals as confidential subject to the Wisconsin Public Records Law. Clearly mark such information as confidential.

## Site Photographs



N



N



NW



SW



SE



NE

## Drive Time Map



## Demographic Map



## Conveniently Located

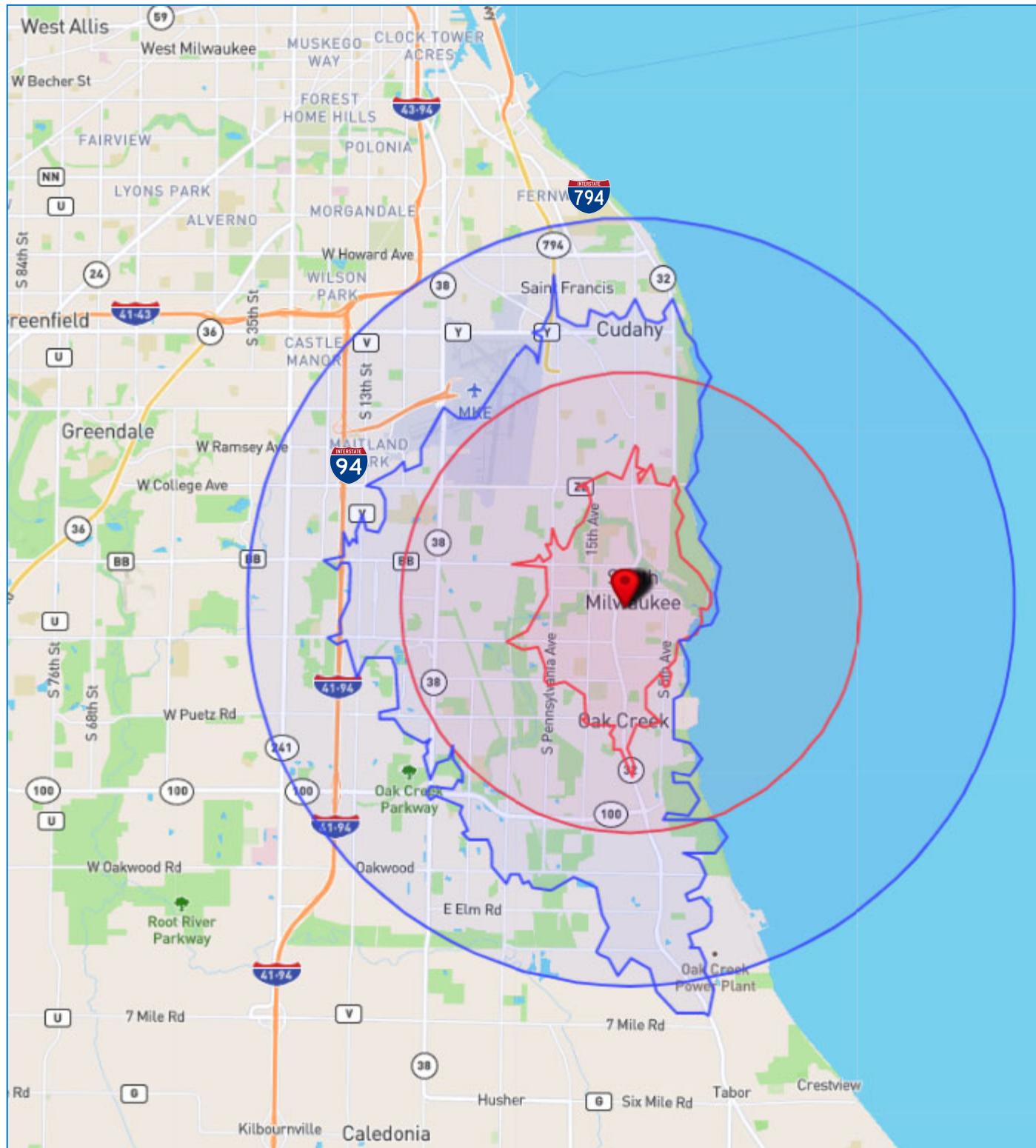
**3 minutes** from Grant Park , Golf Course,  
Beach & Regional Oak Leaf Trail  
**9 minutes** from 1-794

10 minutes from 1-94

**11 minutes from General Mitchell Airport**

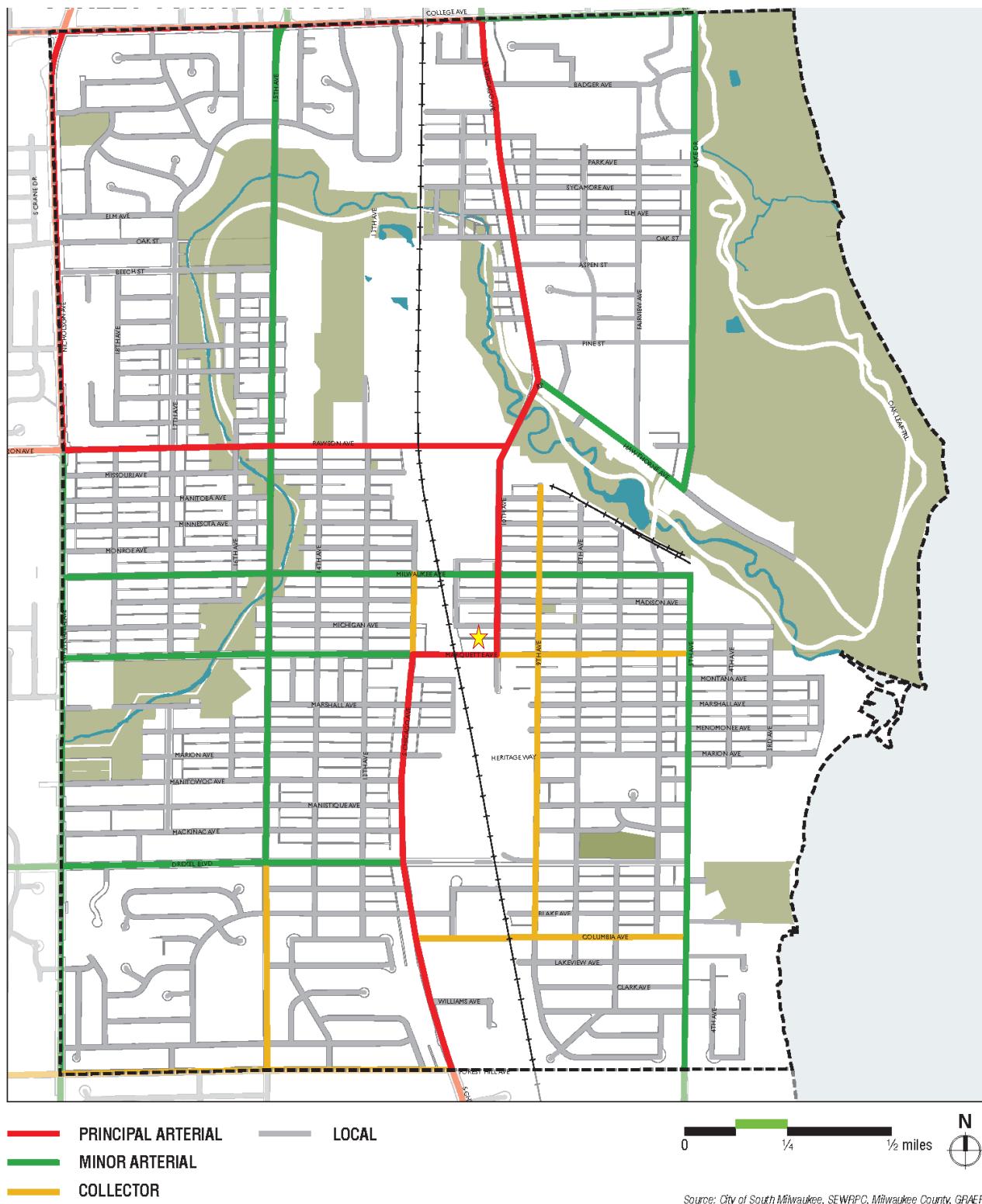
15 minutes from downtown Milwaukee

**90 minutes** from downtown Chicago



## Principal Corridor

The north-south principal corridor through South Milwaukee is N. Chicago Avenue to 10th Avenue, then reconnecting to S. Chicago Avenue via Marquette Avenue. The site parcel is located along this main corridor.



Source: City of South Milwaukee, SEWRPC, Milwaukee County, GRAEF

## Location Map

