



City of West Allis  
Department of Development

## Request for Proposals 6771 W. National Avenue and Adjacent Land



Community Development Authority of the City of West Allis

Released May 10, 2019

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[westalliswi.gov](http://westalliswi.gov)

**Request for Proposals:  
6771 W. National Avenue and Adjacent Land**

**I. Introduction**

**A. Project Overview**

The Community Development Authority of the City of West Allis (CDA) is soliciting proposals for a unique opportunity that includes the renovation of a 40,000 sq. ft. historic industrial building determined to be eligible for the National Register and redevelopment of adjacent 3.1-acres of land near the Six Points Farmers Market Redevelopment Area.

The main goal for the project is the historic preservation and improvement of the 6771 W. National Avenue building by returning the glass appearance of the property and attracting a creative use.

Secondarily, the CDA would like to evaluate how the balance of the 4.7-acre collection of sites could be used to complement the proposed re-use of the 6771 Building. This can be done by showing conceptual site plans with complementary uses or a vision for overall development.

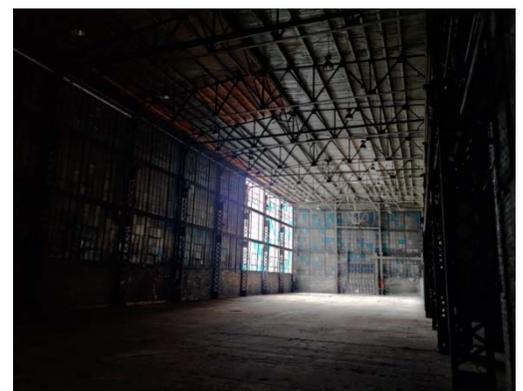
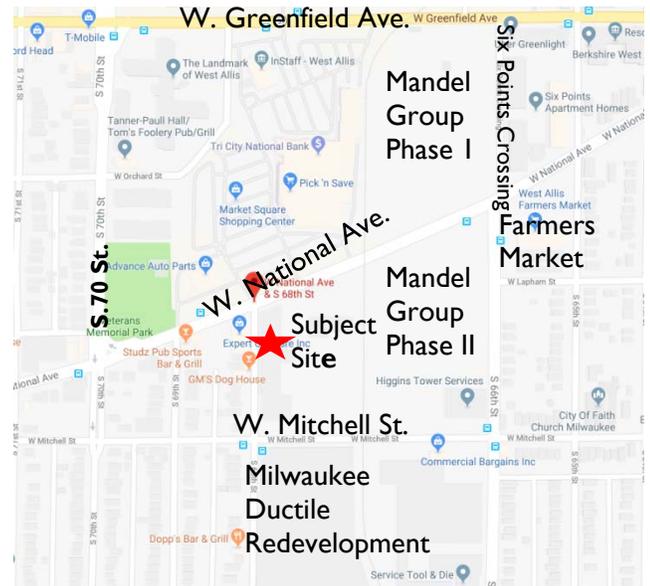
Located adjacent to the Six Point Farmers Market Redevelopment area, the building at 6771 W. National Avenue is a hidden gem covered in a shell of white steel siding. Built between 1910-1926, the building and site were part of the former Kearney and Trecker factory site. The building includes original brick, steel structure, and period industrial shop windows. The site is within walking distance of the Farmers Market and neighborhood services.

The City received a letter from Wisconsin State Historical Society that indicates the property is eligible for listing in the State and National Register of Historic Places. The letter is advantageous in the process to secure historical tax credits.

**The letter and additional property information, including the property history, old plans, renderings, neighborhood development information and more, all provided at the following link:**

[6771 W. National Ave. Property Information](#)

**Map. 1. Site Location – 68<sup>th</sup> & National Ave.**



In addition, the properties are located within the 68<sup>th</sup> and Mitchell Tax Increment Financing District, a recently established Opportunity Zone, New Market Tax Credit eligible area, and within a Community Reinvestment Act area.

All the sites have been environmentally investigated and have or are in the process of receiving Wisconsin Department of Natural Resources case closure with continued obligations. CDA will provide closure for all properties.

### **B. Project Goals**

The CDA's goals for this property include the following:

- 1) Utilize a combination of resources to rehabilitate the building at 6771 W. National Ave.
- 2) Attract a creative adaptive reuse of the property at 6771 W. National Ave.
- 3) Apply a design approach that complements the historical scale and character of the building while appropriately blending in new design features for the balance of the development site.
- 4) Attraction of a project that revitalizes the neighborhood and grows the community's tax base.
- 5) Create an economic catalyst for the area that attracts visitors and businesses to the area, showcasing the successes of public/private partnerships.

### **C. Property Summary – Total Acreage is 4.74 acres**

- 1) 6771 W. National Avenue - Site Size: 1.674 acres - Existing Building Size: 40,000 sq. ft.  
Tax Key Number: 453-0564-003
- 2) 6749-6751 W. National Avenue – Site Size: 0.984 acres – 13,000 sq. ft.  
Tax Key Number: 454-0251-001
- 3) 67\*\* W. National Avenue – Site Size: 0.470 acres – Currently vacant  
Tax Key Number: 454-0252-000
- 4) 67\*\* W. Mitchell St. – Site Size: 1.610 acres – Currently vacant  
Tax Key Number: 453-564-002

For more property information, please visit the City of West Allis interactive map at the following link:

[http://geowebmap.westalliswi.gov/GeoWeb\\_Parcel\\_Viewer\\_App/index.html](http://geowebmap.westalliswi.gov/GeoWeb_Parcel_Viewer_App/index.html)

**Map 2. - Parcel Map.**



## II. Property Background

Historically, a majority of the site was part of the former Kearny and Trecker manufacturing plant that changed ownership over the course of decades. The property at 6771 W. National Avenue was used most recently as part of former Milwaukee Ductile Plant for foundry pattern storage and employee parking. The neighboring Milwaukee Ductile Plant closed in 2009 and was purchased privately for salvage. The CDA acquired the property in May, 2016 as part of a larger land acquisition for redevelopment purposes. The building consists of brick, steel, and glass construction but has been covered in steel siding presumably to save on energy costs. The property is high-bay open warehouse space that includes two mezzanine areas and a loading dock platform. At the time of purchase, the CDA acquired the abutting 1.61 acres that was used as surface parking.

In 2003, the CDA purchased the 0.47 acre parcel as part of the Six Points Farmers Market Redevelopment area. The property was used as a salvage and metal recycling facility.

In March 2019, the CDA completed acquisition of the property at 6749-6751 W. National Avenue that was occupied by Perfect Screw.

## III. Location Advantages

The properties at 68<sup>th</sup> and National offer a prime location central to the Metro-Milwaukee area with a number of locational advantages that include the following:

- Premier location in the heart of the Milwaukee Metropolitan Area with convenient interstate access and with convenient bus routes at stops at the site.
- Adjacent to \$60 million Mandel development called the “The West.” Project includes a newly constructed Aurora Clinic and 177 contemporary market rate apartments. Please visit: <https://mandelgroup.com/apartments/the-west-living/>
- Within walking distance of West Allis Farmers Market, the most popular and historic market in the Milwaukee area. The market is open from May through November offering fresh produce, flowers, and baked goods, along with a wide array of local products, every Tuesday, Thursday, and Saturday, as well as Sunday and numerous evenings for commercial and community events such as Makers Market, Christkindl market, food truck nights and much more.
- The site is near the recently announced \$100-million Cobalt Parters LLC development called the “The West Quarter” that includes the construction of a new Home2Suites and 300,000 sq. ft. of new office space.
- Located only blocks away from the Hank Aaron trail and near Bublr bikeshare stations.
- CDA controls all the land and has completed environmental work to have a development ready site.
- West Allis offers a high level of public services, safety, superior schools and convenient recreation facilities. Centrally located within the Metro-Milwaukee area, the neighborhood is attractive to commuters, empty nesters, young professionals, and those interested in living in a vibrant community while enjoying the many cultural, shopping and business advantages of Downtown Milwaukee which is just minutes away.

- The property is located within walking distance of two parks; Liberty Heights Park features a newly renovated wading pool and Veterans Park hosts an annual concert series. There are neighboring shopping opportunities within the Towne Center, Market Square Shopping Center, and the Downtown West Allis Business District located between S. 70 and S. 76 Street along Greenfield Avenue.

#### **IV. Proposal Requirements**

##### **A. Content and Organization**

To achieve a uniform review process and a degree of comparability, the proposals should be organized in the following order and contain all of the following information:

###### **i. Title Page**

Show the proposal title, the name of firm, address, telephone number(s), name and email address of contact person, the date, and other relevant company information. Please reference the name of this RFP.

###### **ii. Alignment with Community Goals**

Please provide a narrative of the project that shows how it aligns with the community goals outlined above and exhibits innovative ideas and uses.

###### **iii. Design and Use**

Describe the project and provide a scope of work listing preliminary items to be rehabilitated and developed. Include a preliminary site plan that highlights the proposed floor plan, how the site will be used and exhibits parking, streetscape improvements, and circulation.

Discuss the occupancy of the completed project. Provide a detailed explanation of the end user(s) for this property. Offer an idea of the target market for the proposed concept and how the property will be marketed. The Developer should provide a timeline for tenancy and include any challenges that may be perceived.

Although the properties are zoned manufacturing (M-1), the encouraged uses are commercial and multi-family use. New construction is encouraged to be high density with quality modern materials and should complement the historic preservation of the abutting building.

###### **iv. Investment**

Provide a proposed capital stack outlining the sources and uses of funds for the project. The project shall have a pro forma that outlines the expected increase in tax base generated by the overall investment. The pro forma should also demonstrate anticipated developer and investor returns for the project as well as provide details for any need for public financial resources for the project. The proposal shall discuss project construction (hard and soft) costs, purchase price for the land and buildings, rents, expenses, etc.

###### **v. Capacity and Experience**

Provide a timetable for construction, including start and completion dates, as well as a final goal for attaining occupancy of the property. Briefly discuss other projects (if any) that may limit the Developer's ability to complete this project in a timely manner.

Explain the Developer's qualifications and related experience in development. Provide résumés of project team members, any examples of previous projects that may relate to this type of development, and a list of contractors/ subcontractors to be used for this project.

**V. Submittal Requirements**

- A. **Proposals** - Proposals must be received by the CDA by **Friday, June 14, 2019**, no later than 4:00 p.m. CDT. If sending through mail, submissions must include one (1) original copy, and one (1) electronic copy (CD, DVD, or flash drive).

Please send proposals to: Community Development Authority of the City of West Allis  
Development Department  
Attn: Patrick Schloss  
7525 W. Greenfield Avenue, Rm. 220  
West Allis, WI 53214

**OR** Email to: [pschloss@westalliswi.gov](mailto:pschloss@westalliswi.gov)

The staff recommendation will be presented to CDA on a TBD in June.

- B. **Walkthrough** - A building walkthrough will be required for any developer who wishes to submit a proposal. A walkthrough of the site and property will be on May 20, 2019 between 1:00 PM and 3:00 PM.

In unable to attend, an appointment must be scheduled prior to submittal.

**VI. Selection Process and Criteria**

**A. Selection Criteria**

City staff will review and score proposals according to the following criteria:

Grading  
Scale

<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>

FACTOR	MAXIMUM POINTS
<b>Goals</b>	<b>20</b>
Use of resources for rehabilitation	(4)
Creative adaptive reuse	(4)
Design approach	(4)
Revitalizes neighborhood and grows tax base	(4)
Economic Catalyst	(4)
<b>DESIGN AND USE</b>	<b>24</b>
Overall form and character	(5)
Historic rehabilitation	(5)
Quality of use types	(4)
Mix of use types	(4)
Overall site plan	(4)
Integration of public art	(2)
<b>INVESTMENT</b>	<b>24</b>
Scope of project	(4)
Estimated property value at completion	(4)
Estimated hard construction costs	(4)
Total cash offer for all parcels	(4)
Amount of requested public funding	(4)
Proposed sources of financing	(4)
<b>CAPACITY AND EXPERIENCE</b>	<b>16</b>
Project team qualifications	(4)
Proposed time to complete	(4)
Proposed time to attain occupancy	(4)
Demonstrated success on similar projects	(4)
<b>TOTAL POSSIBLE POINTS</b>	<b>84</b>

**B. Questions and Comments**

All questions shall be submitted in written form to the contact information provided below **by May 23, 2019**. Answers will then be provided via email as a part of an addendum to this RFP.

Mail to: City of West Allis  
Development Department Development  
Attn: Shaun Mueller  
7525 W. Greenfield Avenue  
West Allis, WI 53214 OR  
Email to: [smueller@westalliswi.gov](mailto:smueller@westalliswi.gov)

**C. Selection Process**

The developer selection process will involve the following primary steps:

1. *Proposal review*
2. *Staff Recommendation of selected developer*
3. *CDA approval of selected developer*
4. *Finalize / execute Development Agreement*
5. *Common Council Approval*

**D. Timeline**

- Developer walkthrough: on Monday, May 20, 2019 – 1- 3 PM
- Questions due: Thursday, May 23, 2019
- Addendum posted: Thursday, May 30, 2019
- Proposals due: Friday, June 14, 2019 by 4:00 p.m. CDT
- CDA selection: TBD (June 2019)

**E. Rules Governing Competitive Evaluation**

**1. Examination of Request for Proposals**

Applicants should carefully examine the entire RFP, any addenda, and all related materials and data referenced in the RFP. Applicants should become fully aware of the nature of the work and the conditions while performing the work.

**2. Contract Negotiations**

The highest-ranked Developer will enter into negotiations with the CDA. If an agreement cannot be met, the CDA will notify the Developer and stop negotiations. Then the second highest Developer will enter into negotiations. This process may continue until a successful negotiation(s) occurs. The CDA reserves the right to cease any negotiations with any Developer should it be in the CDA's best interest.

**3. Completeness, Addenda, Rejection, Cancellation, Preparation Cost**

This Request for Proposals (RFP) has been prepared by the CDA and does not purport to be all-inclusive or to contain all of the information a prospective purchaser or developer may desire. No legal liability is assumed or shall be implied with respect to the accuracy or completeness of this RFP.

The CDA reserves the right to revise any part of this RFP by issuing an addendum at any time prior to the submittal deadline. The CDA reserves the right to accept or reject, in whole or part, all proposals submitted and/or to cancel this announcement if any such action is determined to be in the CDA's or the City's best interest. All materials submitted in response to this RFP become the property of the CDA.

The CDA will not be responsible for costs associated with preparing proposals. By submitting a proposal, each Developer agrees to be bound in this respect and waives all claims regarding such costs and fees.