



**Request for Proposal – Issued 8/6/2024
Amended 2/17/2025
Redevelopment of Village Owned Parking Lots**

Proposal Requested

The Village of Shorewood’s 2040 Comprehensive Plan includes three strategic directions related to working towards affordability; the promotion of inclusivity, racial equity and diversity; and redevelopment that meets community goals. With those directions in mind, the Village is seeking proposals for the possible redevelopment of Village owned parking lots to better understand their potential. These parking lots are located at:

[4448-50 N. Oakland Avenue](#), p. 6 – east side of 4400 block of N Oakland Ave
[3595 N. Oakland Avenue](#), p. 7 – southwest corner of Menlo/Oakland

Submissions will be accepted on one, two or all three parking lots. Each redevelopment proposal for each lot will be evaluated individually. The submission of proposals for all three parcels will not increase the ranking of a proposal. Submissions for redevelopment on private lots will also be considered.

Submissions of proposals will follow [Policy 40](#), with the exception that step 1 will require the developer to provide a short presentation (not to exceed 15 minutes) to the CDA and Village Board, followed by a review by the Village Manager and Planning & Development Director on the proposal’s consistency with Village plans, priorities and public assistance goals. Following completion of review and presentations, applicants will receive feedback from the Village, and may be encouraged to submit a Phase I Public Assistance Application and continue the process for requesting public assistance.

Timeline for RFP

Following initial interviews on September 12, 2024, additional RFP responses may be submitted by the 15th of each month on a rolling basis moving forward. Future CDA/Village Board interviews will be conducted on the first Monday of each month at 5:30 p.m. following submission.

Entities that submit proposals will provide a presentation not to exceed 15 minutes to the Village Board and CDA on the date above. The CDA and Village Board will evaluate the proposals and rank in conjunction with the evaluation criteria on page 3.

If the proposed project appears to be consistent with the Village’s plans, priorities and goals, staff will provide the party seeking public financial assistance with an official application for public financial assistance. If the proposed project is not consistent with the Village’s current zoning requirements, the

party seeking assistance shall elect whether to proceed with completion of the official application. If the party proceeds, it acknowledges that proceeding with a public financial application does not grant an exception to any zoning requirements, nor guarantee receipt of assistance.

Following the interviews on September 12, additional RFP responses may be submitted by the 15th of each month on a rolling basis moving forward.

The Village will not be legally obligated to adhere to the dates for interviews and recommendations. The Village reserves the right to accept or reject all proposals, and to select the proposal most advantageous to the Village of Shorewood.

Background

On February 15, 2021, the Village Board approved [Policy 40 TID Creation and TIF Assistance](#) to guide the utilization of TIF in Shorewood. That policy outlines a two-phased application and review process.

- [Public Assistance Phase I Application](#)
- [Public Assistance Phase II Application](#)

On [March 15, 2021](#) the Village Board approved the extension of TID 1 for purposes of affordable housing, approximately \$2 million. The [Community Development Authority \(CDA\)](#) was requested to provide a recommendation to the Village Board on how to utilize the funds. The CDA agreed to start by educating the membership and community on the regional issue of affordable housing. Staff coordinated a series of recorded presentations, [The Role of Suburbs in Creating a Diverse and Inclusive Region: Spotlight on Housing](#), shared on the Village website so the community to learn and engage in the CDA's journey. The CDA has explored opportunities for utilizing the funds; however, no disbursements have been made. Developers requesting to utilize these funds, or any other public financial assistance shall submit the required application and deposit with the proposal so that the application may be considered in accordance with Policy 40.

In February 2024, the Village solicited input from developers on the possibility of developing affordable housing on public and private sites within the village. Positive interest in the Village's publicly-owned sites was received. On May 30, 2024, at a joint meeting of the Village Board and CDA, staff was directed to develop a Request for Proposals for affordable housing on the Village-owned parking lots. These parking lots are not located within a Tax Increment District. If necessary, creation of a new TID for purposes of redevelopment would be processed in accordance with Policy 40.

Proposal Content

Parties seeking public financial assistance to develop these lots shall communicate their interest and lay out their project in a short presentation to the Village Board and CDA before an official application may be submitted. After those presentations, staff will conduct a preliminary review for consistency with Village plans, zoning, priorities and public assistance goals.

The proposal should address the following:

1. Development Organization Overview – provide the following information about your company:
 - Official registered name (Corporate, D.B.A., Partnership, etc.)
 - a. Company's name, address, main contact number and email.

- b. Lead contact name, title, address (if different from the above address), direct phone and email.
 - c. Person authorized to contractually bind the organization for any proposals for the RFP.
 - d. Brief history, including year established and number of years your development team has taken on similar projects.
 - e. Please include documentation/certification of status as a Targeted Business Enterprise (TBE) participation with proposal, if applicable. Participation of a Targeted Business Enterprise (TBE) including Disadvantaged Business Enterprises (DBE) firms certified by and listed in the Wisconsin Unified Certification Program (UCP) director, Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) firms certified by the State of Wisconsin Department of Administration (DOA) and listed in the directory, Small Business Enterprise (SBE) firms certified by Milwaukee County and listed in the Milwaukee County director, and SBE firms that meet the Small Business Administration (SBA) size standards and are listed in the SAM directory. A firm certified in another state must be certified by the Wisconsin Unified Certification Program (UCP) or State of Wisconsin DOA prior to submission of bid.
2. Executive Summary – present a high-level synopsis of the developer’s response to the RFP. Executive Summary should articulate the developer’s vision for the site, provide a brief overview of the building style and plans, and should identify the main benefits of the proposed project.
 3. Experience/References – include relevant experience of the proposed project team, including their qualifications and experience.
 - a. Describe the qualifications and direct experience with specific redevelopments, noting any state, county or local government partnerships if applicable.
 - b. If the project is to be accomplished through an affiliation or joint venture, the names and addresses of those companies must be furnished, including the roles and responsibilities for each. Additionally, for each affiliated company or joint venture participant, the information regarding experience and qualifications described in (a) above, must be provided.
 - c. Three client references (name/email/phone) for similar projects in size and scope successfully completed by the company or individual submitting the RFP within the last five years, including descriptions/photos.
 4. Timeline
 - a. Please identify the proposed project implementation timeline and any performance standards for the project to be completed.

Evaluation Criteria

The following criteria will be used by the Village as a tool in selecting the best proposal for each site. Evaluation scores do not create any right in or expectation of contract award. Proposals will be evaluated on the accuracy, references and responsiveness of the developer. Reference checks will also be considered.

1. Maximizes use of the site, provides taxable value
2. Participation of Targeted Business Enterprise developer
3. Developer’s completion of the [Associates in Commercial Real Estate \(ACRE\) program](#)
4. Number of onsite public parking stalls maintained
5. Number of affordable housing units created
6. Developer’s track record to complete like projects

7. Financial means to complete the project
8. Personnel and project managers with the skills required to complete the project

Instructions to Firms

Submittal Instructions

1. Please provide (1) digital copy of the proposal via email only to:
Rebecca Ewald, Village Manager
rewald@shorewoodwi.gov
Deadline: September 6, 2024 – Noon CDT
2. Proposals will be accepted on or before the deadline identified above. Proposals received after that date and time will be rejected. Proposals will not be opened publicly.
3. Questions regarding this RFP should only be directed to staff member identified above. Contact with elected officials, committee members and other staff members is grounds for disqualification.

This RFP does not commit the Village to award a contract, to pay any costs incurred in the preparation of a response to this request or to procure or contract for services or supplies. The Village reserves the right to accept or reject any or all proposals received as a result of this request, to waive minor irregularities in the procedure, to negotiate with any qualified source, or to cancel in part or in its entirety, this RFP, if it is in the best interest of the Village of Shorewood to do so.

Interpretations of RFP

Any requests for interpretations should be submitted in writing to Rebecca Ewald, Village Manager, rewald@shorewoodwi.gov. No oral interpretations will be made to any Developer as to the meaning of the RFP requirements. All interpretations will be posted and answered on the Village website by the original RFP. Developers are responsible for keeping abreast of the interpretations and amendments to the original proposal.

Amendments

Amendment of proposals may be done as follows:

By Village: Proposals may be amended by the Village in response to the need for further clarification, specifications and/or requirements changes, new opening date, etc. The amendment will be placed on the Village's website with the initial RFP.

By Firm: Proposals may only be amended after receipt by the Village by submitting a later dated proposal that specifically states that it is amending an earlier proposal. No proposal may be amended after the opening date unless requested by the Village.

Proposals may be withdrawn only in total, and only by a written request to the Village prior to the time and date scheduled for opening of proposals.

RFP Review and Administration

The staff member is the primary contact for contract administration of this proposal:

Rebecca Ewald, Village Manager
rewald@shorewoodwi.gov
414-847-2701

In the absence of the primary contract, the secondary contact for contract administration is:

Bart Griepentrog, Planning & Development Director
Bgriepentrog@shorewoodwi.gov
414-847-2647

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