



# 28392 UTICA ROAD ROSEVILLE, MICHIGAN

*Request for Developer Qualifications*





Development Opportunity..... 5

Site Overview ..... 6

Community Context: Roseville ..... 7

Site Vision and Preliminary Cost Estimate ..... 8

Preliminary Building Construction Cost Estimate..... 9

Potential Land Uses ..... 10

Market Conditions ..... 13

Development Process ..... 14

Available Incentives..... 15

Selection Process and Criteria ..... 16



## 28392 Utica Road, Roseville

City of Roseville seeks a development partner for a 0.7-acre site in the historic Utica Junction district. The currently assessed value of the parcel is \$50,000; asking price for this property is negotiable and the city is eager to work with interested respondents deemed qualified on negotiating a mutually beneficial arrangement.





28392 Utica Road viewed from the corner of Utica Road and Homer Street. This rendering by Peter Allen Associates shows one potential vision for new mixed-use development on the site.



Ground-level view of the subject site looking south. Utica Road is on the far right of the photo, and the rear of the existing historic commercial buildings lining Gratiot Avenue are in the background. Utica Road will undergo streetscape improvements in 2019 which will rebuild the sidewalk to include attractive lighting, public seating, and bump-outs for parallel parking.



## DEVELOPMENT OPPORTUNITY

City of Roseville, Mich., seeks developers for a city-owned property at 28392 Utica Road. Two parcels, together totaling 0.73 acres, provide an opportunity to offer new-build retail/restaurant space, as well as housing options in formats that are currently underserved by the local market. The city is open to entertaining proposals for development spanning both parcels, or for development of the northernmost parcel only. The city has committed funds to creating a municipal parking facility and public “living alley” connection to Gratiot Avenue; proposed developments should creatively incorporate this connection.

The subject site is at the heart of Roseville’s historic Utica Junction district, the site of Roseville’s original downtown. It abuts the unique, walkable shopping district at the intersection of Gratiot Avenue and Utica Road, through which over 70,000 vehicles pass daily. The subject site has the potential to anchor a revitalized, traditional urban center for Macomb County, in a community that attracts regional shoppers.

The city will consider a multitude of development options, including those that:

- Create new residential options in a multiplex or “Missing Middle” housing format;<sup>1</sup>
- Provide a mix of uses to create vibrancy and year-round activation. The ground floor is an ideal location

for restaurant and/or retail space, or for neighborhood services;

- Incorporate a creative design process that respects the history of Utica Junction and its legacy buildings, while mindful of the latest trends in downtown mixed-use developments;
- Incorporate space for a plaza appropriate for the display of public art, which can become a focal point for the Utica Junction district and Roseville as a whole;
- Provide accommodation for connectivity between development on the site and the neighboring commercial buildings that front Gratiot Avenue.

The city’s asking price is negotiable, and it is open to all reasonable offers in support of an optimal development plan. The Utica Junction district is subject to new, flexible zoning regulations. A range of incentives, at the local and state levels, may be leveraged as part of a negotiated predevelopment agreement. Preference will be given to projects with a mix of uses, and that creatively incorporate some or all of the provisions described above.

Interested development teams are invited to submit qualifications; please refer to the last page for submittal details.

<sup>1</sup> Refer to “Missing Middle: Responding to the Demand for Walkable Urban Living” by Opticos Design, for a detailed description of associated housing formats at <http://missingmiddlehousing.com>



## SITE OVERVIEW

The following aerial photographs show the location of the subject site and parcel boundaries.



The 0.73-acre site is located in the historic commercial center of Roseville, at the intersection of Gratiot Avenue and Utica Road. The site is divided into two legal parcels (indicated by dashed line).



## COMMUNITY CONTEXT: ROSEVILLE

Roseville is a suburban community in Macomb County in southeastern Michigan, located less than 15 minutes from downtown Detroit. Prior to experiencing rapid postwar suburban growth, Roseville was the center of Erin Township, and benefited from its location on the plank road connecting Detroit and Mount Clemens. By the early 20th century, Roseville was a small city, centered on the Utica Junction district, with a stop on the interurban railway that existed along Gratiot Avenue. Today, Roseville’s population is approximately 47,000; Macomb County has a population of approximately 870,000, and both are an integral part of the Detroit/Warren/Dearborn Metropolitan Statistical Area, a market of over 4.3 million people.

Nearby assets include:

- **Utica Junction** historic commercial district, which extends to the north and south of the subject site. This walkable, traditional downtown features historic buildings containing unique independent retail businesses with regional followings;
- **Regional cultural institutions** and historic sites including the Roseville Public Library, Baumgartner House Museum, Crocker House Historical Museum, Macomb Center for the Performing Arts and Lorenzo Cultural Center at Macomb Community College, and Anton Art Center;
- **Strong regional retail presence**, including Macomb Mall and a complement of national retailers currently expanding or redeveloping their facilities;
- **Engaged and stable community** featuring numerous neighborhood and faith-based groups, robust recreation services, and annual community festivals including Rosefest and Jammin’ at the Junction;
- **Local, diverse employment base** that includes manufacturing, industry, public services, retail, and international corporations. For example, the General Motors Technical Center in Warren, which houses roughly 20,000 employees, is a 10-minute drive from the subject site; Macomb Community College has an annual enrollment of over 42,000 and employs over 1,800 staff. Other nearby employment centers include Wayne State University’s satellite campus, Selfridge Air National Guard Base, and the cluster of technology and defense suppliers on 12 Mile Road.
- **Exposure to regional traffic and public transit service** with over 300,000 daily vehicles passing within one mile of Utica Junction on state trunkline routes. The SMART-FAST regional express bus service to downtown Detroit stops 0.25 miles north of the subject site; a future stop at Utica Junction has been dedicated.
- **Nearby maritime attractions** along the Detroit River and Lake St. Clair drive a local market for visitors who stay in Roseville, a hub for lodging in Macomb County.

## SITE VISION AND PRELIMINARY COST ESTIMATE

To provide a concept of the type of development City of Roseville would like to see on the site, a sample site concept has been prepared. This concept is based on feedback from community stakeholders that was given in a workshop format in September 2018. It is intended to be an illustrative example of the desired level of creativity in design, and range of functional elements included on the site. The city is nevertheless open to receiving alternative approaches that fit the site and neighborhood context in keeping with the parameters expressed in the illustrations.

In addition, several site precedent images are provided. These are images of recently completed projects located

in Michigan that embody various aspects of the sample site concept.

Following the images, a preliminary cost estimate has been prepared by East Arbor Architecture of East Lansing, Mich., for two variations of the illustrated sample site concept. The cost estimate is included as a preliminary reference for a project similar in scope to the site vision.

Again, all of these images are intended to be illustrative, and the city is eager to consider alternative approaches that advance the goals for the site and fit the neighborhood context.



Pair of 3–8 story mixed-use buildings integrated with pedestrian connection to Gratiot Avenue, and space for display of public art on site.





## SITE VISION AND PRELIMINARY COST ESTIMATE



**Erin Commons amphitheater concept:** City of Roseville has committed funds to develop the public parking and alleyway connection to Gratiot Avenue, indicated by the red dashed line. The city will entertain development proposals for the remainder of the subject site that make creative use of this connection. The remainder of the concept would only be pursued in the absence of a suitable development proposal covering both parcels.

## PRELIMINARY BUILDING CONSTRUCTION COST ESTIMATE

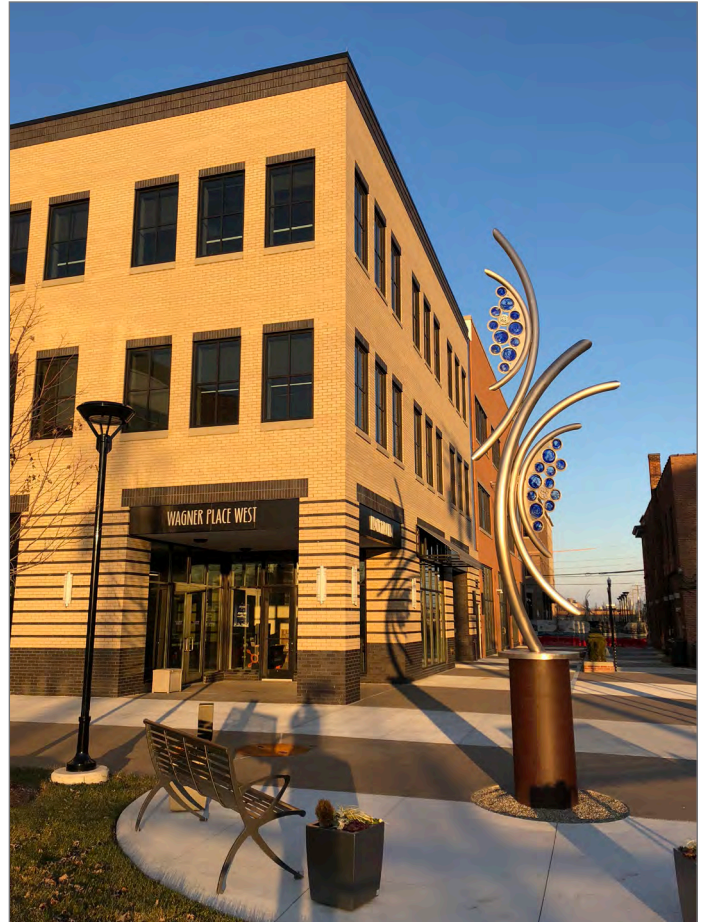
<b>PRELIMINARY BUILDING CONSTRUCTION COST ESTIMATE: \$3.1 million–\$8.7 million (not including site improvements)</b>	
<b>MIXED-USE BUILDING</b>	
<b>OPTION A: Three-floor mixed-use building</b>	
Floor plate: Approx. 7,800 square feet	
Floor 1: Retail + restaurant	
Floor 2: Lofts	
Floor 3: Lofts	
<b>Preliminary estimated construction cost: \$2.2 million</b>	
<b>OPTION B: Eight-floor mixed-use building</b>	
Floor plate: Approx. 7,800 square feet	
Floor 1: Retail + restaurant	
Floor 2–8: Lofts	
<b>Preliminary estimated construction cost: \$6.3 million</b>	
<b>MIXED-USE BUILDING</b>	
<b>OPTION A: Three-floor mixed-use building</b>	
Floor plate: Approx. 3,000 square feet	
Floor 1: Retail + restaurant	
Floor 2: Lofts	
Floor 3: Lofts	
<b>Preliminary estimated construction cost: \$870,000</b>	
<b>OPTION B: Eight-floor mixed-use building</b>	
Floor plate: Approx. 3,000 square feet	
Floor 1: Retail + restaurant	
Floor 2–8: Lofts	
<b>Preliminary estimated construction cost: \$2.4 million</b>	
<i>Important note: These costs are intended only as a preliminary guide to possible project cost. Actual project cost may vary greatly depending on many factors. East Arbor Architecture does not make any warranty or guarantee as to the accuracy, correctness, sufficiency or completeness of the data or resulting project cost estimates. East Arbor Architecture shall have no liability for any loss, expense or damage arising out of or in connection with the information contained herein.</i>	



## POTENTIAL LAND USES



406 Phoenix Street in South Haven, Mich., has creatively incorporated a pedestrian pass-through and public art displays into a downtown, mixed-use development.



Wagner Place in Dearborn, Mich., incorporates traditional building designs with public plazas and public art.



## POTENTIAL LAND USES



408 Eagle Street in South Haven, Mich., is an example of a three-story mixed-use building with traditional architectural design elements that is respectful of the historic character of the downtown district.



Light Harbor Preserve in New Buffalo, Mich., is an example of a new mixed-use development in a historic town center.



## MARKET CONDITIONS

A market analysis pertaining to the development site was prepared in August 2018, and is presented as an attachment to this document. The analysis, prepared by LandUse USA of Laingsburg, Mich., shows these key findings:

- The site presents a “clean slate” opportunity to develop a downtown anchor in Macomb County—a region generally lacking overall in traditional downtown contexts. Due to its location and local significance, development on the site has the potential to be a magnet for residents and visitors from the community and region.
- The site is within direct access of over 70,000 daily vehicles, but buffered from the most intense traffic on Gratiot Avenue. This makes it ideal for accessibility while allowing for inclusion of pleasant outdoor seating areas and/or plazas.
- The site is within the boundaries of the Roseville Downtown Development Authority (DDA) and has been actively marketed under the “Utica Junction” name to reinforce its historic identity. Community events held annually, such as “Jammin’ at the Junction,” demonstrate the DDA’s ability to cross-market the district and attract visitors.
- Roseville has a healthy and growing retail market, which attracts regional import to the Gratiot Avenue corridor in the immediate vicinity of the development site. Sales per retail establishment in Roseville exceed statewide and regional averages, and the local market supports a mix of national chain anchors and unique, established local businesses with a regional draw.
- 1,745 households across four moderate-income lifestyle clusters were identified as having an inclination to move to or within Roseville, which belong to target market groups with a propensity to seek housing in buildings with four or more units. For example, there are 13,037 households in the “Bohemian Groove” cluster (K40) which would be inclined to move to or within Macomb County, and 430 of these households would be inclined to specifically move to or within Roseville—assuming housing of their preferred format were available. Nearly half of the households in this cluster prefer to live in buildings with three or more units.

## DEVELOPMENT PROCESS

Upon selection of a qualified developer, the city anticipates entering into a letter of intent/predevelopment agreement to allow for due diligence activities and completion of a final development agreement. The city expects this predevelopment agreement to be in effect for six months or until a final development agreement is reached.

### Current Property Ownership

The subject site consists of two legal parcels, which are currently owned by the City of Roseville.

### Master Plan and Zoning

**Planning Documents:** A mixed-use development on this site is supported by several planning documents and studies. It is specifically envisioned in the 2010 “Roseville Master Plan,” which includes the development site in the town center overlay district on its future land use map, a designation which supports high-density mixed uses and building form. The 2016 “Roseville Downtown Development Authority Tax Increment Financing and Development Plan” emphasizes a vision of Utica Junction that preserves historic buildings while accommodating new residents and businesses in a traditional, mixed-use environment. Peter Allen and Associates completed a design study of the area in 2013–14 with these goals in mind; the city also hosted a 2017 design competition for a public plaza on the site.

The aforementioned documents may be accessed at the city’s website at [www.roseville-mi.gov/destinationroseville/resources/index.php](http://www.roseville-mi.gov/destinationroseville/resources/index.php).

**Zoning:** The development site is currently zoned as “General Business District (B-3)” and is within the town center overlay district. Mixed-use buildings with ground

floor commercial below residential uses are permitted by-right in this district. The city is open to making zoning changes and/or granting variances to support a development project that is commensurate with the site vision described above. Specifically, the city is amenable to granting a variance for proposed buildings exceeding the current height limitation of forty (40) feet, to ensure that financially feasible development proposals can be put forward.

### Utilities

The site is served by public streets to the east (Brady Street), and south (2nd Street), and east. Full access to utilities is provided from the adjacent streets.

- **Electric:** DTE Energy, tel 855.383.4249
- **Gas:** Consumers Energy, tel 800.805.0490
- **Streets, water/sewer and right-of-way:** City of Roseville, Department of Public Services; Jeff Schmidt, Director, tel. 586.445.5470, [dpw@roseville-mi.gov](mailto:dpw@roseville-mi.gov).

### Redevelopment Ready Community



Roseville has been certified in the Redevelopment Ready Communities® program by the Michigan Economic Development Corporation. Roseville has the distinction of being the first Michigan community to be both certified and re-certified in the RRC program. The RRC certification recognizes the city’s development regulations and processes as up-to-date, clear, and predictable, as determined by a rigorous external assessment.

## AVAILABLE INCENTIVES

There are currently no structures on the development site. The site was once occupied by a structure housing a nightclub, which was lost to fire several decades ago.

**Site Assessment:** It is highly unlikely that any site contamination exists; nevertheless, the city is currently in process of completing a Phase I environmental site assessment (ESA) on the subject site. Roseville, in partnership with the Macomb County Brownfield Redevelopment Authority, would be open to including a portion of the costs of environmental due diligence in a predevelopment agreement with the selected developer. The cost of this due diligence can be leveraged with a variety of incentives, detailed below.

**Additional Incentives:** As noted previously, City of Roseville and the Michigan Economic Development Corporation (MEDC) are committed to ensure that all available incentives may be leveraged to ensure the selected developer can achieve a quality outcome commensurate with the site vision and goals. Such incentives include:

- **Negotiable land purchase price** to ensure support of an excellent development proposal.
- **Brownfield assessment grants** are available through the city, and may provide up to \$10,000 towards preparation of a baseline environmental assessment (BEA), or Phase I and II ESA.
- **Brownfield TIF** is available through the Macomb County Brownfield Redevelopment Authority (BRA) to support remediation, due care, and other activities for any environmental conditions found on the site. City of Roseville has prior demonstrated experience successfully partnering with the BRA on local redevelopment projects.
- **Michigan Community Revitalization Program** grants or loans may be available to fill financial gaps. MEDC and the city are committed to partnering with the selected developer to ensure this tool is used effectively.
- Roseville city staff have prior experience successfully leveraging **Community Development Block Grant** funds to assist with redevelopment projects.
- The **Roseville Entrepreneurial Development Initiative program** provides local funding to startup businesses.
- The subject site is fully located within Roseville's **Downtown Development Authority (DDA)** District. The DDA is committed to leveraging its resources, including a TIF program, to ensure the success of the selected developer.



## SELECTION PROCESS AND CRITERIA

City of Roseville will review and evaluate all complete proposals in response to this request for qualifications (RFQ) to identify and engage with qualified developers for 28392 Utica Road. An initial response to this RFQ must include the following information:

- **Letter of interest:** Provide a letter (up to three pages) identifying the development team and providing a brief description of the team's vision for the site.
- **Concept plans or renderings** of a vision for site development.
- **Development experience/portfolio:** Provide a short description of past projects of a similar nature completed by the development team (up to 10 pages). Include a description of the projects, cost, completion date, and references.
- **Evidence of development team's fiscal capacity** to undertake the proposed project.
- **Résumés** of firm and lead team members.

City of Roseville staff may seek additional information upon receipt of a development proposal. Additionally, the city reserves the right to refuse or reject any or all proposals, or to abstain from selecting any proposal.

The RFQ and responses should **not** be considered a legally binding agreement. Upon selection of a qualified development team, City of Roseville will enter into a predevelopment agreement including purchase price, due diligence period, and other terms.

### Proposal Format

All proposals shall be submitted by email in a PDF format to [bjonas@roseville-mi.gov](mailto:bjonas@roseville-mi.gov). Additionally, either a paper copy or digital copy on a USB drive should be sent to the address below:

City of Roseville  
ATTN: Community Development Department  
29777 Gratiot Avenue, Roseville MI 48066

### Contact/Questions

Questions may be directed to:

Brandon Jonas  
Community and Economic Development Director,  
City of Roseville  
29777 Gratiot Avenue, Roseville, MI 48066  
tel 586.447.4606  
[bjonas@roseville-mi.gov](mailto:bjonas@roseville-mi.gov)