

# Request for Proposals (RFP) Development Partner for Redevelopment

**Issued By:** City of Douglas, Michigan

**Issue Date:** [Insert Date]

**Proposal Due Date:** [Insert Date and Time]

**Contact Information:** [Insert contact person, title, phone number, and email address]

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## **I. Introduction**

The City of Douglas invites qualified developers to submit proposals for the redevelopment of a 17-acre publicly-owned site at 415 Wiley Road, Douglas, MI. This RFP seeks development concepts to address housing needs for local, year-round residents.

The project will leverage state and local housing incentive tools to offset costs and deliver housing solutions that align with the City's vision for housing.

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## **II. Background**

Douglas faces increasing demand for seasonal and high-cost housing. To counter this trend, the City is committed to using public land to expand housing options for year-round residents.

The City Council, with support from Flywheel Community Development Services, has identified key housing priorities through a stakeholder-driven survey. These include providing diverse housing types, ensuring affordability for middle-income households, and integrating community-oriented amenities.

This RFP aims to identify a development partner who can achieve these goals while maintaining financial feasibility.

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## **III. Project Objectives**

The selected development partner will:

1. Provide diverse housing options, including, but not limited to: single-family cottages, starter-homes, townhomes, and multi-family units.
2. Prioritize homes for year-round residents, with a focus on workforce housing for middle-income households. This objective will be satisfied via a long term deed restriction or other restrictive covenant to be negotiated between the developer and the City.
3. Incorporate community benefits such as green spaces, sustainable design, and public amenities.
4. Utilize local and state incentives to balance affordability and financial feasibility.

5. Engage with the community throughout the design and development process.
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## **IV. Scope of Work**

1. **Site Planning and Development:**
    - Develop a comprehensive site plan that reflects the preferences identified in the Housing Survey, including:
      - Starter single-family homes (800–1,200 sq ft).
      - Townhomes with rear garages (800–2,400 sq ft).
      - Rental options in the form of smaller cottages and missing middle housing types (400–1,600 sq ft per unit).
  2. **Affordability Strategy:**
    - Develop financial models that include housing incentives and other subsidies.
    - Propose affordability strategies for middle-income, workforce households.
  3. **Community Benefits:**
    - Include features such as community gardens, playgrounds, and sustainable building practices as appropriate for the site.
  4. **Implementation:**
    - Collaborate with City staff to finalize plans, secure necessary approvals, and achieve timely project milestones.
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## **V. Shared obligations of the City of Douglas and Selected Development Team**

- **Community Engagement:**
    - Facilitate public workshops and open houses to gather feedback, answer questions, and ensure alignment with community needs.
    - Provide transparent, visual communication about the sale of public property, utilization of local state incentives, target market, and constraints of development.
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## **VI. Proposal Requirements**

Proposals must include the following information:

- **Development Team Overview:**
  - Firm name, primary contact, and relevant experience.
  - Resumes of key team members.
- **Project Understanding and Approach:**
  - Narrative describing the team's understanding of the City's goals.

- Proposed methodology for balancing affordability, financial sustainability, and community needs.
- Describe any challenges which you foresee this project presenting and Respondent's approach for addressing these challenges.
- Describe Respondent's approach to public involvement and innovation.
- **Site Concept Plan:**
  - High-level site layout reflecting community preferences, including housing types and amenities.
  - Preliminary unit counts, square footage, and affordability targets.
- **Budget and Financing Plan:**
  - Projected costs and proposed use of incentives to offset affordability challenges.
- **Timeline:**
  - Proposed project timeline with key milestones.
- **Related Experience and References:**
  - Provide at least three (3) but not more than five (5) similar projects that have been completed in the last five (5) years that are of a similar scope and nature. Include descriptions and references for each project, and include the project's budget and schedule, final cost, completion schedule, and any other pertinent information relevant to the City's Study.

Reference contact information shall include: name, title, agency/municipality, phone, address, and email address.

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## VII. Evaluation Criteria

Proposals will be evaluated on the following criteria:

- **Alignment with Stakeholder Vision (30%)**
- **Affordability and Financial Feasibility (25%)**
- **Development Team Experience (20%)**
- **Community Engagement Approach (15%)**
- **Timeline and Implementation Strategy (10%)**

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## VIII. Submission Instructions

- **Submission Deadline:** Proposals must be submitted by [Insert Date and Time].
- **Submission Format:** Email submissions in PDF format to [Insert Email Address] or deliver hard copies to [Insert Physical Address] by 5pm.
- **Questions:** Direct all inquiries to [Insert Contact Person] by [Insert Date].

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## **IX. General Terms and Conditions**

- The City reserves the right to reject any or all proposals.
  - All proposals become the property of the City of Douglas.
  - Costs incurred in preparing a proposal are the responsibility of the applicant.
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## **IX. Timeline**

- Deadline for written questions XXXX, X, 2025 5:00 PM (EST)
- Response to questions posted [Location] XXX, XX, 2025
- Deadline for RFP Submissions XXXX, XX, 2025 5:00 PM (EST)
- Notification of Interviews XXX, XX, 2025 5:00 PM (EST)
- City awards contract XXXX, 2025
- Project Kickoff: XXXX 2025
- Study Final Report Submission: XXXX, 2025