CITY OF
East Jordan
116 MAIN STREET, EAST JORDAN, MI
Request for Developer Qualifications

Where River, Lake, and Friendly People Meet
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Development Opportunity

The City of East Jordan, Michigan, seeks developers for a city-owned property located at 116 Main Street. The 0.37-acre (16,120 sq. ft.) parcel provides a unique development opportunity for a flexible mix of residential, retail, and service uses, in the midst of downtown East Jordan. The site is situated within a 2-minute walking distance (0.1 mile) from the City’s spectacular waterfront park—Memorial Park—and is surrounded by an array of restaurants and bars. Almost all necessary amenities such as schools, healthcare facilities, senior centers, banks, and grocers are located within a 1-mile radius of this site.

The City’s preferred development for this site would:

» Create a mixed-use building with first-floor retail with expanded commercial frontage and second-floor residential.

» Develop an architectural design that respects and complements the traditional architectural style on Main Street.

» Enhance pedestrian activity and create opportunities for pedestrians to enjoy, whether it is to shop, dine, or interact with other pedestrians.

» Explore the development of an open atrium to create additional commercial frontage, access to upper-level residential units, and pedestrian connectivity to Memorial Park, the marina, and the waterfront.

The aerial photograph shows the location of the site. Respondents are also encouraged to utilize a 3-D interactive photo tour, sourced from commercial drone imagery, available for viewing at here.

The city’s asking price is negotiable, and it is open to all reasonable offers in support of an optimal development plan. Price reduction considerations may be made in support of an ideal development plan. Preference will be given to projects that creatively address the City’s requirements and vision through an equitable development process.

Interested development teams are invited to submit qualifications to the City by 4:00 PM, July 21st, 2022.

SITE AERIAL IMAGE
Site Context: East Jordan

Nestled at the south arm of Lake Charlevoix at the confluence of the Jordan River, with a population of 2,239, East Jordan is optimally located to serve as both an industrial center as well as hub of recreation-based tourism with a bustling year-round economy. In recent times, East Jordan's links to Boyne City and Charlevoix (the county seat), through state highways such as M-66 and M-32 have supported the town's manufacturing, retail trade, and recreation economies, and allowed residents to commute between these communities. Many residents work for large employers such as East Jordan, Munson Healthcare, Boyne USA, Saint Mary's Cement, and Charlevoix County.

With a strong history of manufacturing and a rapidly growing tourism, recreation, and retail economy, the community strives to capture opportunities for redevelopment and reinvestment. Moreover, East Jordan is close to achieving the state's Redevelopment Ready Communities (RRC) certification. This site, 116 Main Street, is one of the three priority redevelopment sites in East Jordan.

Several of the community assets detailed above are within walking distance or less than a few minutes drive. 116 Main Street provides access to the best that East Jordan has to offer!

EAST JORDAN DOWNTOWN

East Jordan’s traditional downtown, which extends along Main Street has several two-floor brick buildings, with historic architectural features, that are zoned to allow a variety of commercial and residential uses. Main Street’s physical design, which includes wide sidewalks, uniform street plantings with mature street trees, and on-street parallel parking further strengthens the character of the district. To help further develop the district’s appeal, the City of East Jordan added second floor residential uses as a use allowable by right in its “Central Business District” zoning designation, along Main Street. The community is also guided by the 2018 Parks and Recreation Master Plan as well as the waterfront design guidelines to strengthen the relationship between downtown and the waterfront.

PARKS & RECREATION FACILITIES

With its spectacular array of natural resources, the City of East Jordan offers a wide array of public park facilities to both residents and visitors, all of which contribute to a high quality of life. Ranging from small pocket parks to large community parks, the City of East owns and operates approximately...
106 acres of parkland, offering a plethora of year-round recreational facilities. Memorial Park is one of the most prominent and includes a marina with 60 boat slips, a bandshell, a lakefront walkway, and picnic facilities to serve a variety of needs with its picturesque location adjacent to downtown.

ARTS & CULTURE
The Jordan River Arts Center is located downtown at the intersection of Main and Williams Streets, and hosts a variety of exhibits, activities, and community events. The Historical Museum, adjacent to City Hall, features historical displays.

SCHOOL DISTRICT
The East Jordan Public School District provides public education to the community through its three major facilities East Jordan Elementary School, Middle School, High School, and the Jordan Valley District Library. The East Jordan Public School District includes the entire City of East Jordan and all of or parts of six surrounding Townships located in Charlevoix and Antrim Counties. The East Jordan Elementary School and the Charlevoix-Emmet Intermediate School are only an 8-minute walk from the site.

HEALTHCARE AND SENIOR FACILITIES
The East Jordan Family Health Center, located on Bridge Street to the west of the City’s downtown, provides general medical services to the East Jordan community. The East Jordan Seniors Center is part of the East Jordan High School Campus and provides a wide variety of services to area seniors including group meals, nurse care, home delivered meals, home task help, medical management and counseling, and recreational programs. Specialized care for the community’s senior residents is also provided by Grandvue Medical Care Facility, which is also located north of East Jordan.

DOWNTOWN & WATERFRONT
Site Vision

The City of East Jordan is seeking site concept proposals for a mixed-use development with commercial/retail use on the first floor and residential use on the second floor that includes parking, open spaces, and address other necessary amenities creatively and sustainably.

As part of the master planning process, the City of East Jordan conducted a design charrette to determine residents’ values and priorities for the redevelopment on 116 Main Street. The conceptual renderings capture the community’s vision for redevelopment on this city-owned site and serve as a precedent for the development process: one that is based first on community support. The purpose of the thorough community engagement upfront was to streamline the process for applicants who can be assured that the residents’ have agreed upon a vision and hope to collaborate with the developer. The City of East Jordan is open to accepting variations in architectural designs and site development concepts, as long as it aligns with the overall vision. It is the City’s opinion that the existing building is functionally obsolete.

CONCEPTUAL PLAN OF THE PROPOSED REDEVELOPMENT

RENDERING OF THE PROPOSED REDEVELOPMENT ON 116 MAIN STREET
Market Potential

RETAIL MARKET POTENTIAL

Main Street East Jordan is currently at a low retail occupancy, but the surroundings offer a wide variety of services: city government, retail, professional, recreational vehicle sales, restaurants/bars, and artistic establishments. The East Jordan Economic Development Plan identified Main Street as an exceptional location for growth of small business and entrepreneurs. With a strong art community presence, Main Street also offers a niche market for creative retail and commercial establishments. The retail uses on this site will benefit from the potential pedestrian connectivity to the Memorial Park, the marina, lakeside trails, and several other recreational amenities. The site also falls within the DDA boundary which signifies to new developers that continuous investment is made and overseen in the district with input from local businesses.

RESIDENTIAL MARKET POTENTIAL

In 2020, the State of Michigan partnered with Housing North, a local nonprofit, and Land Use USA, a private consultant to conduct a target market analysis for Charlevoix County communities. The study found high residential market potential in East Jordan and suggests that the demand from new households and those moving within the East Jordan community could support 30 attached housing units annually. Considering these have not been built on an annual basis, the demand is likely even higher. The analysis also shows higher potential for rental units and recommends promoting a variety of housing formats, with different levels of affordability to cater to the housing demands of different income groups.

MIXED-USE MARKET POTENTIAL

The Waterfront Subarea Design Guidelines recommends a gradient of densities within the waterfront, with downtown maintaining the highest built densities and the greatest mixture of uses.

PEDESTRAIN WALKWAY ALONG THE RIVER (POTENTIAL TO CONNECT WITH SITE)
Upon selection of a qualified developer, the City of East Jordan anticipates entering into a letter of intent/pre-development agreement to allow for due diligence activities and completion of a final development agreement. The city expects this pre-development agreement to be in effect for six months or until a final development agreement is reached.

MASTER PLAN AND ZONING

Master Plan
The City of East Jordan recently adopted a Master Plan in July 2020. The City is ready for redevelopment and reinvestment and realizes the potential for transformational change through proper planning, regional coordination, and cooperation between the public and private sector. This is evidenced in downtown being labeled a priority “Redevelopment Area.” Additionally, fostering commercial developments is viewed as a crucial step to improve the vitality of the downtown area. East Jordan is also in great need of more housing variety to attract and retain a growing workforce and sees the downtown as one area to provide such units. The City recently took proactive steps to update the Zoning Ordinance and will pursue creative financing options to support workforce housing. Relatedly, the City seeks to leverage its numerous natural resources for economic development through placemaking initiatives. Connected greenways and non-motorized recreation and transportation trails will be an important piece in the puzzle.

Zoning
The City of East Jordan updated its Zoning Ordinance in 2020. The 0.37-acre site is currently zoned Central Business District.

UTILITIES
The site is served by Main Street on the east. Full access to utilities is provided from this street.

» Streets, Storm, Water, Sewer: City of East Jordan

» Telecommunications: Charter Communications (Spectrum); AT&T

» Electric: Consumers Energy

» Gas: DTE Energy

REDEVELOPMENT READY COMMUNITY
The City of East Jordan is pursuing certification as a Redevelopment Ready Community (RRC) by the Michigan Economic Development Corporation. 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.
The City of East Jordan will provide assistance to the developer to leverage redevelopment incentives available through the Michigan Economic Development Corporation (MEDC). Several of the incentive programs that could be used are outlined below.

**MICHIGAN COMMUNITY REVITALIZATION PROGRAM**

The Michigan Community Revitalization Program (MCRP) is an incentive program available from the Michigan Strategic Fund (MSF), in cooperation with the MEDC. The focus of the MCRP is to encourage and promote structural renovations and redevelopment of brownfield and historic preservation sites located in traditional downtowns and high-impact corridors. MCRP provides gap financing in the form of performance based grants, loans, or other economic assistance for eligible investment projects in Michigan.

**BROWNFIELD REDEVELOPMENT PROGRAM (PA 381)**

Any city, village, township, or county may create a Brownfield Redevelopment Authority. Brownfield incentives promote investment in contaminated, blighted, functionally obsolete, or historic properties. Tax increment financing (TIF) is available for brownfield sites. The creation of a Brownfield Redevelopment Authority allows redevelopment decision-making on a local and state level. State funding support requires Michigan Strategic Fund (MSF) approval for non-environmental activities and EGLE approval for environmental activities.

**COMMERCIAL REDEVELOPMENT ACT**

Commercial Redevelopment Act (PA 255) PA 255 encourages the replacement, restoration, and new construction of commercial property in a city or village. Property taxes generated from new investment are abated for a period up to 12 years. Land and personal property are not eligible.

**DOWNTOWN DEVELOPMENT AUTHORITY**

Downtown Development Authority (DDA) (PA 57, Part 2) A DDA is designed to be a catalyst in a community’s downtown district. It provides a variety of funding options including a tax increment financing mechanism, which can be used to fund public improvements and to levy a limited millage to address administrative expenses.

**EAST JORDAN OPPORTUNITY ZONE**

Opportunity Zones are a new concept recently enacted in the 2017 Tax Cuts and Jobs Act. The program is designed to incentivize patient capital investments in low-income communities nationwide that have been cut off from capital and experienced a lack of business growth. There are three types of tax incentives that relate to the
Available Incentives

treatment of capital gains, each of the incentives are connected to the longevity of an investor’s stake in a qualified Opportunity Fund that provides the most upside to those who hold their investment for 10 years or more.

When a developer/investor invests in an Opportunity Zone, they can benefit from their exclusive, built-in capital gains tax incentives. These investments, of which at least 90% of its holdings must be invested in Opportunity Zones, are called Opportunity Funds.

If the investment is held for five years prior to December 31, 2026, the liability on the deferred capital gain principal invested can be reduced by 10%. The basis of the investment is increased by 10% of the deferred gain (up to 90% taxed).

If the investment is held for seven years, the liability on the deferred capital gain principal invested can be reduced by 15%. The basis increases by an additional 5% of the deferred gain (up to 85% taxed).

If the investment is held for 10 years, there will be no capital gains taxes on any appreciation in the Opportunity Fund investment. Gains earned can qualify for permanent exclusion from capital gains tax.
Selection Process

The City of East Jordan will review and evaluate all complete proposals in response to this RFQ to identify and engage with qualified developers. An initial response to this RFQ must include the following information:

**Letter of Interest**

Provide a letter identifying the development team and providing a brief description of the team’s vision for the site.

**Concept Plans or Renderings**

Please submit with your proposal your conceptual plan and ideas for the redevelopment of the subject site.

**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.

**Resume**

Please submit resumes for firm and lead team members.

The City of East Jordan may seek additional information upon receipt of a development proposal. The RFQ and responses should not be considered a legally binding agreement. Upon selection of a qualified development team, the City of East Jordan will enter into a pre-development agreement including purchase price, due diligence period, and other terms.

**Proposal Format**

All submissions should be addressed to the City of East Jordan, ATTN: Tom Cannon, City Administrator, 201 Main Street, East Jordan, MI 49727. Two copies of the RFQ and one electronic copy should be submitted.

REFERENCES


2. East Jordan Economic Development Plan

Thank You