

June 17, 2016

Name of Developer
Name of Company
Street Address
City, MI ZIP

RE: Development Opportunities in Royal Oak Charter Township

Dear (Name of Developer),

The Charter Township of Royal Oak invites you to explore development opportunities at several prime commercial and residential properties. The Township is centrally located at the heart of the Detroit metropolitan area along Eight Mile Road and near major thoroughfares such as Woodward Avenue and the M-10 freeway.

Information about each of these development opportunities are included with this letter. The sites available for redevelopment include:

- The Traditional Neighborhood Development – A 12.8-acre lot located at the corner of Wyoming Avenue and Cloverdale Avenue. The Township is seeking a high-density residential development at this location.
- The Large Retail Development – A 26.0-acre lot located along Eight Mile Road between Meyers Road and Mendota Avenue. The Township is seeking a mixed-use development at this location.
- The Commercial Infill Development – A 0.8-acre lot locate along Eight Mile Road near Wyoming Avenue. The Township is seeking a mixed-use development at this location.
- The Residential Infill Opportunity – The Township has over 150 residential lots available throughout the community. The Township is seeking medium-density residential developments at these sites.

The Charter Township of Royal Oak is committed to moving forward with development projects and patterns that will benefit all of its citizens. With the collaboration of willing partners, the Township will work to ensure that the community remains an innovative and beautiful place to live, work, and play. We would be honored if you joined the Township in supporting this vision for the community.

Please let us know if you have any questions about any of these development opportunities. Thank you for your interest in the Charter Township of Royal Oak!

Sincerely,

Stephen Hannon
McKenna Associates

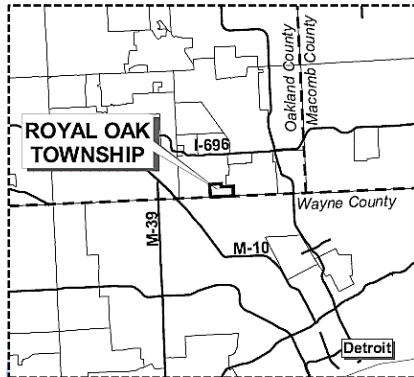
Royal Oak Township Redevelopment Opportunity

Charter Township of Royal Oak, Oakland County, Michigan

Contact:

Cary Junior
 DDA Chair
 rotecodev@yahoo.com

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 248.596.0920
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The Large Retail Development

Future Land Use:

Mixed-Use
(Commercial, Office, Entertainment, Recreation, Residential, and Institutional)

Lot Area:

26 Acres

Traffic Count (ADT):

8 Mile Road: 20k to 50k (38k estimate)
 Woodward: 20k to 50k (38k estimate)
 M-10: 50k to 100k (93k estimate)

Development Objectives and Guiding Principles:

- Productive and valuable redevelopment of site
- High-quality and cost effective
- Public/Private Partnership
- Incorporate beautifully designed public open space and outdoor amenities
- Walkable and connected to surrounding community
- Be a catalyst for future development

Incentives:

- Located within the Township DDA
- Brownfield Incentives
- Information concerning the site, history, and inspection



Estimated Market Demand

<i>Market Sector</i>	10 Minute Drive
Home Improvement, Electronics, Furniture & Appliance	\$43.2 Million
Clothing & Clothing Accessories	\$3.7 Million
Sporting Goods, Hobby, Book & Music	\$20.7 Million
General Merchandise Stores	\$270.0 Million
Food Service & Drinking Places	\$6.8 Million
Total Square Footage Supported by Demand	2.9 Million

CHARTER TOWNSHIP OF ROYAL OAK LARGE RETAIL SITE

SUBMITTAL REQUIREMENTS

The Developer should have a successful track record of construction of retail commercial properties and must demonstrate the financial viability of its offer to purchase these lots.

Respondents are requested to supply all of the information described herein, in a complete yet concise format. The Township expects submittals to provide enough information to allow staff and other advisors to evaluate and rank the qualifications of the Development Teams.

Developer's proposals shall follow the order and contain, at a minimum, the following information:

Project Team and Qualifications

- Executive Summary of the firm(s)
- Team member names, roles and contact information
- Resumes of Team members highlighting their experience in commercial retail construction
- Designated public liaison to interface with the community
- Minimum of three (3) references from completed commercial retail projects

Previous Development Experience

- Provide a brief narrative of five (5) commercial retail projects that the team members have completed within the last 10 years, focusing on partners, financing, type of retail uses generated, roles, and tasks
- Include three (3) examples of retail space designs/floor plans and elevations with finished color project photos if available (Ten page maximum)

Financial Capacity

- Financial statements for the last two (2) years for which they are available
- Evidence of ability to close purchase of lots and ability to finance and construct. Provide letter or other evidence from prospective construction lender indicating willingness to provide construction financing or provide proof of funds adequate to construct buildings.
- Provide financial information on equity partners (if any)
- Bonding capacity and name, address and phone number of bonding company

Design Proposal

- One preliminary (conceptual) illustrative design for a large retail lot
- One preliminary (conceptual) illustrative design for a small retail lot
- Preliminary plans should include a site plan, floor plan(s), and elevations

Build out Schedule and Marketing Plan

- Provide an estimated timeline of build out of the project and sales schedule based upon Developer's knowledge of the market for different retail uses in this area.
- Provide a narrative of the marketing and sales plan/effort that is anticipated to achieve the estimated delivery timeline.

Purchase Price

The Developer shall provide a binding purchase price for each of the lots