

ROGELL DEVELOPMENT SITE

Request for Proposals

22333 West Seven Mile Road, Detroit, MI 48219

Release Date: April 1, 2025

Issued by Detroit Economic Growth Corporation

Proposals must be submitted no later than 3:00 PM, June 23, 2025.



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PROJECT AREA SUMMARY & OVERVIEW

In partnership with and on behalf of the City of Detroit (“City”), the Detroit Economic Growth Corporation (“DEGC”) seeks proposals from qualified development teams or end users to construct a high-quality commercial development project at the former Rogell Golf Course located at 22333 West Seven Mile Road, Wayne County, Detroit, Michigan (“Project Area”). The most desired uses for the Project Area, but not limited to, institutional, healthcare, educational, mixed-use, retail, housing, recreational, and other uses that align with the city's economic development goals for the immediate area. The chosen respondent(s) are expected to utilize the 22.167-acre site thoughtfully and include a recreation component in the overall Project Area development strategy. This is not just a commercial project but a community benefit and amenity that will connect with and engage the residents. The Project Area is bound by West 7 Mile Rd on the north, Berg Rd on the west, Lasher Rd on the east. The remaining 97 acres of adjacent land will be converted into a world-class passive nature park, adding tremendous amenities to the Project Area and surrounding neighborhoods.

The development site measures approximately 22.167 acres and is close to major freeways and thoroughfares, allowing easy access, including the Southfield Freeway (M-39), Telegraph Rd. (M-24), West 7 Mile Rd., and Lahser Rd. The Project Area is accessible by public transit and is served by DDOT bus service. According to the Grand River Northwest Neighborhood Framework plan, which outlines the area's development goals, including traffic management and community accessibility, W Seven Mile sees an average daily traffic volume of 30,001 to 50,000.

The Project Area is half a mile from the Old Redford neighborhood center, a key community hub in Northwest Detroit. South of the site are the Malvern Hill and Greater Sandhill communities. These neighborhoods include stable residential areas with active and engaged residents. The Berg-Lahser neighborhood, located across W 7 Mile Road from Rogell, includes another vibrant residential community.

The selected developer will be expected to agree to acquire the Project Area, “AS IS.” The City of Detroit makes no implied or express representations or warranties as to its fitness whatsoever, any warranty that the Project Area is fit for the selected developer’s purpose or regarding the presence or absence of contaminants, hazardous materials at, on, in, under, about or from the property and compliance of the property with environmental laws, or otherwise. The selected developer shall acknowledge that the City of Detroit or any agent of the City has not made any warranty, representation, or agreement, either express or implied. The selected developer(s) shall attest that it has not relied on any representation, warranty or agreement of any kind made by the City of Detroit or any agent or employee of the City of Detroit concerning (a) the physical or environmental condition of the property; or (b) the presence or absence of any condition, substance or material, including but not limited to any waste material, equipment or device at, in, on, about, under, or from the Property Area. The selected developer(s) shall rely

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solely on its own due diligence concerning such inquiries, investigations, and assessments of the property and its condition.

The former Rogell Golf Course will be transformed into a regional park in Northwest Detroit and integrated with new development. The development opportunity for this request is a subdivided parcel of the larger ~120-acre former course. The former Golf Course has significant topography, with expansive views across West Seven Mile Road and the neighborhood to the south. The Project Area provides an opportunity to build upon the \$3.4M planned park improvements and be located on one of the neighborhood's most traversed significant thoroughfares.



NEIGHBORHOOD CONTEXT

Northwest Detroit is bound on the north by West Seven Mile Road, on the west by Telegraph Road, on the south by I-96, and the east by Southfield Freeway. It includes 24 different neighborhoods with varying characteristics and distinctions. The neighborhood is 20 minutes from Downtown Detroit and surrounded by suburbs like Redford Township and Oak Park.

The City of Detroit's Planning and Development Department has conducted extensive planning, community outreach, and visioning for the former golf course. Respondents are encouraged to review these reports to become more familiar with the neighborhood's character and assets.

These studies include the following:

- [Grand River Northwest Framework Plan](#)
- [Rogell Master Plan + Schematic Design](#)
- [River Rouge Greenway + Concept Plan](#)

Completed in July 2018, the Grand River/ Northwest Framework Plan sets the design vision and desired programming in the Rogell Master Plan. The vision for the former Rogell Golf Course is to create a regional park with a commercial development opportunity. This park will bring nature to the city, connecting area residents to a winding trail system and a series of wetlands and grassy meadows. The park is expected to be completed by fall 2025. The City of Detroit General Service Department is working with The Michigan Department of Environment, Great Lakes, and Energy to remediate the site to use standards.

The July 2018 Grand River Northwest Framework Plan resulted in four strategies:

- Support New Housing + Economic Development
- Enhance Open Space + Public Realm
- Improve Connectivity + Travel Experience
- Integrate Green Stormwater + Infrastructure

The framework plan aims to build upon the stability of strong neighborhoods and fortify other neighborhoods for a more secure future. To accomplish this, focus was given to implementation investments in streetscapes (Grand River and Lahser), the public realm, and existing businesses and structures for sustained economic development, offering a promising future for the area.

Since the framework plan has been completed, many of these implementation strategies have been implemented. A new streetscape has been completed along Grand River with a total investment of \$16M in conjunction with financial assistance from the State of

Michigan. The streetscape includes new lighting, sidewalks, midblock pedestrian crossings, and a 2-way cycle track for bicycles. The city has coordinated investments in existing businesses to improve their facades, created a new streetscape for Lahser from Orchard to Grand River, a new basketball court in Lahser Clarita Park, and created a new Old Redford bike loop that connects Downtown Redford to Rogell native landscape park. This activity has spurred several private-sector housing developments, including the Orchard Village housing development, the senior housing redevelopment of Holcomb School, Maya Angelou Village Housing Development, Outer Drive apartments historic rehab, and the IHOP site redevelopment, which will be a 36-unit mixed-use residential development.

REQUEST FOR PROPOSALS

The DEGC is now seeking proposals to acquire and develop 22.167 acres located at 22333 West Seven Mile Road, Wayne County, Detroit, Michigan, 48219.

Terms: Cash due at transaction closing.

Submittal: Development proposals must be submitted no later than 3:00 PM, June 23, 2025. Proposals received after this deadline may not be considered at the discretion of the DEGC. Please refer to pages seven through nine of this document for additional information on submission requirements.

Condition: The properties are to be sold 'as-is, where-is', without any representation or warranty of any kind.

Owner: The City of Detroit owns the property offered as the subject of this RFP.

Zoning: The site is currently zoned R1. The site may require rezoning and will be the sole responsibility of the selected developer(s)**Disclaimer:** No warranty or representation, expressed or implied, is made as to the accuracy of the information contained in this offering package. The information may be subject to unintentional errors, omissions, changes of price or other conditions, withdrawal without notice, and to any special listing conditions from the Owner. The Property is being offered "AS-IS, WHERE-IS".

Confidentiality: Proposals will not be made public. Reasonable precautions will be taken to avoid disclosing content and proprietary or confidential information to competing proposers or the public up to the time of issuance of a development agreement. However, proposers are advised that, after the submission period closes, the qualifications responses may become a public record and may be subject to the terms of the Freedom of Information Act.

PROPOSAL REQUIRED INFORMATION

Proposers wishing to submit a proposal must submit two (2) bound copies and one (1) electronic copy of a Statement of Qualifications and a Development Proposal as described below to Detroit Economic Growth Corporation, 500 Griswold Street, Suite 2200, Detroit, MI 48226 by no later than 3:00 p.m. on June 23, 2025, attention Kaci Jackson. The electronic copy should be sent to investmentservices@degc.org.

The Proposal must contain the following elements in the order specified. Please be sure to mark each section clearly for ease of reference. Incomplete proposals or proposals that do not adhere to the following format will be rejected and not considered.

1. A letter of introduction stating the name of the proposed development team, brief overview of the development strategy and approach. The letter must designate one (1) authorized representative as the official point of contact for the team, along with the contact's address and telephone number

2. A description of the development team and its organizational structure, including all member organizations and designated lead personnel in each team member organization. The response must include resumes for all members of the development team.

3. A conceptual description of the proposed development, including but not limited to:

- Description of the proposed new construction uses.
- Preliminary site plan renderings of the proposed development.
- Preliminary renderings of the relevant elevations of the proposed development.
- Preliminary development schedule with significant milestones, specifically included due diligence and pre-development activities, financing, pre-construction and construction timelines, public approvals and all other relevant development activities necessary to effectuate the development project.
- A conceptual description of how the proposer will incorporate the DEGC and City goals listed below.

4. Documentation of the development team's equity capacity and other evidence of financing capacity required to complete the project. Inclusion of any expected government contributions or support toward the project (e.g., anticipated tax abatements, brownfield plans, etc.). Proposed purchase price and conditions.

5. A preliminary financial sources and uses of capital statement for the proposed development that shows all sources of funds to be used for the project and

a line item budget that shows their disbursement. Include any expectations for public subsidy, identified sources of subsidy or finance, and preliminary written letters of support. Also, include letters of interest from equity and debt sources.

6. A Pro Forma that shows the operations of the projects for a minimum of ten (10) years.

7. Completed Statement of Qualifications, including examples of the proposer's portfolio of similar projects and governmental or other contact information that have the most significant experience with the proposer and project. Proposers may attach additional marketing material as they feel appropriate.

WITHDRAWAL: Proposals may only be withdrawn by written notice before the submission deadline, which is set at the indicated date and time. No proposal may be withdrawn after the submission deadline.

REJECTION OF PROPOSALS: Proposals will be rejected without consideration for the following reasons:

1. Proposer's failure to submit all required information by this RFP.
2. The proposal is in arrears or default to the City or DEGC on any contract, debt, or other obligation.
3. The proposer has a contract or other relationship with a client that the City or DEGC determines as a legal or business conflict that is unwaivable or that the City or DEGC, at its sole discretion, is unwilling to waive.

PROPOSAL EVALUATION, CRITERIA + SCORING

DEGC and City staff will establish a proposal review committee, which shall review the proposals and recommend qualified developer(s) of the Project Area. DEGC and the City reserve the right to reject any or all proposals or waive any informalities or conditions for any or all proposals. Several finalist candidates may be selected. Finalists will likely be required to interview with the review committee. The recommendation for awarding the Project Area shall be based on the proposal or proposals that best meet the interests of the City of Detroit and the DEGC and meet the Goals as defined below:

Comprised of a well-reasoned, market-based site/development strategy:

- A development strategy comprised of multiple buildings and uses whose design is consistent with the area’s existing design considerations, thoughtful site utilization, incorporating public and recreational space, site design complementary to the park, and other creative uses of the space.

Inclusive of attractive, high-quality commercial development that includes:

- Incorporation of green infrastructure and environmental sustainability principles.
- Focus on accessibility - ADA (Universal Design).
- Community Access.

Site/Development Strategy that includes Maintaining pedestrian access from West Seven Mile Rd. to the newly improved Rogell Park

Site/Development Strategy that provides for creative development scenarios that are:

- Financially feasible.
- Responsive to market conditions.
- Representative of community preferences.

PROPOSAL EVALUATION, CRITERIA + SCORING (cont'd)

The proposal review committee will use the following criteria and scoring system. Specifically, the City and DEGC will consider the following attributes when evaluating a development proposal:

- 15%** **Respondent + Proposed Team Experience**

 - Successful experience in the planning, redevelopment, construction, and management of development projects of comparable size and complexity.
 - Cohesion of the team, as demonstrated by previous experience working together.
 - Ability to demonstrate a strong track record in delivering quality projects on time.
 - Commercial development expertise coupled with a commitment to creating quality, well-designed facilities.
 - Experience with ownership and management of developments of similar size.

- 25%** **Local Hiring + Participation**

 - Detroit-based development/project team, minority or women-owned business, and/or significant partnerships with local firms and community organizations, and evidence of previous local hiring experience.

- 40%** **Site Development Strategy**

 - The proposed development and methodology provided by the respondent is logical, feasible, clearly understandable, and indicates an understanding of realistic sources and uses of funds required for the project.
 - Community engagement strategy within the development timeline.
 - The proposed timeline and phasing ensure timely completion of the project.
 - The degree to which the proposal is aware of and contemplates the built environment.
 - Compatibility with Rogell Master Plan + Schematic Design, including pedestrian connectivity, relationship to adjacent park site, and incorporation of natural habitat and/or green stormwater infrastructure.

- 20%** **Financial Leverage + Capacity + Bid Price**
 - Ability to obtain, structure and implement financing for the Project, including demonstrated ability to procure financing and complete projects on schedule and within budgetary assumptions.
 - Depth and credibility of financial pro forma, ability to deliver identified financial sources, and the financial capacity of principals of the selected developer(s).
 - The percentage of equity the developer intends to put towards this project.
 - The developer(s) must demonstrate its ability to complete a project based on the submitted budget and design concept.

100% **Evaluation Total**

DEVELOPMENT AGREEMENT

Upon confirmation of the selected developer(s), the selected developer(s) will be provided a Memorandum of Understanding describing agreed terms and permitting the developer(s) to complete its diligence review of the properties. Simultaneous with the diligence review, DEGC and the qualified developer(s) will negotiate a development agreement to purchase and develop the Project Area (the “Development Agreement”). Failure to execute a Development Agreement will result in the termination of all obligations contemplated under any proposed Development Agreement(s). Development must commence and be completed according to the Development Agreement terms, or the Project Area will revert to the City of Detroit. Successful developer(s) will be responsible for all survey and title requirements. The City of Detroit will transfer ownership of the property upon payment in full of purchase price at the time of transaction closing.

Specific uses will be prohibited by the Development Agreement, such as:

- Any operation primarily used as a warehouse operation, any heavy manufacturing, assembling, refining, smelting agricultural or mining operation, a factory, any heavy industrial operation, any processing or rendering plant, or any lumber yard, provided that the foregoing shall not be deemed to limit or restrict any brewery or any distillery or any brewing or distilling operations that are by governmental rules, regulations and requirements applicable thereto.
- The sale, rental, or storage of guns, firearms, ammunition, explosives, or other unusually hazardous materials.
- Any car repair or mechanic businesses.
- Any scrap metal businesses.
- Any dumping, incineration, or reduction of garbage.
- Any funeral parlor or mortuary.
- Any establishment selling or exhibiting pornographic materials; any establishment selling or exhibiting paraphernalia for use with illicit drugs; or any adult bookstore, adult video store, or adult movie theater.
- Any massage parlor, topless club, strip joint, exotic or erotic dance club.
- Any pawn shop, flea market, junkyard, carnival, or shooting gallery.
- Any church, temple, synagogue, or other house of worship.
- Any psychic, tarot card reading, or similar services.
- Any bail bondsman services.
- Any alcohol/drug rehabilitation clinics or offices.
- Any commercial surface parking except for existing surface parking lots.
- Operation of a casino, provided that the foregoing shall not be deemed to limit or restrict the conducting of any lawful raffle (including, without limitation, any 50/50 raffle), bingo or other gaming or lottery that does not require a casino license under the Michigan Gaming Control and Revenue Act (Initiated Law 1 of 1996),

the sale of tickets therefor and the payment of prizes and awards in connection therewith.

Certain affirmative covenants will be required, such as:

- Compliance with the goals and objectives of the framework and master plans contained herein.
- compliance with the terms and conditions of an agreed-upon development plan.
- Compliance with applicable laws and codes.
- Compliance with non-discrimination and equal opportunity requirements.
- Inclusion of recreational space.

TIMELINE

Below is the DEGC’s expected schedule for proposal submission, evaluation, and selected subject to change in the DEGC’s sole discretion:

RFP Published	April 1, 2025
Proposal Due Date	June 23, 2025
Interviews	July 14, 2025
Final Selection	August 7, 2025
Notification of Winning Developer(s)	August 14, 2025

For additional information, contact Kaci Jackson kjackson@degc.org.

EXHIBIT A MISCELLANEOUS

- All data included in this RFP and any attachments are proprietary to the DEGC.
- The DEGC notifies all possible respondents that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, sex, age, ethnicity, or on any other basis prohibited by law.
- All respondents shall comply with all applicable laws regarding equal employment opportunity and nondiscrimination. They shall also comply with the Americans with Disabilities Act (ADA).
- The use of the DEGC's name in any way as a potential customer or contractual partner is strictly prohibited except as authorized in writing by the DEGC.
- The DEGC assumes no responsibility or liability for any costs incurred in responding to this RFP.
- The DEGC also notifies all respondents that the DEGC has the right to modify the RFP and the requirements herein, to request modified proposals from Respondents, and to negotiate with the selected Respondent on price and other contract terms, as necessary to meet the DEGC's Objectives.
- The DEGC reserves the right to decline all submitted proposals if it determines that no proposal meets the DEGC's expectations.

EXHIBIT B LEGAL DESCRIPTION

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FT TH N 01D 29M 33S W 350.00 FT TH S 89D 24M 41S E
2481.02 FT TH S 45D 48M 42S E 43.44 FT TO POB 22.167 AC

EXHIBIT C PROPERTY DESCRIPTION

