



THE CHESAPEAKE GROUP, INC.
BUILDING A FOUNDATION FOR THE FUTURE

RFQ

WHITE LAKE, MICHIGAN

...active lifestyle living

FOR SELECT DEVELOPERS



IN PARTNERSHIP:

Take our concept & turn it into reality



SECTION 1

PROJECT BACKGROUND, PROCESS, AND SPECIFICS

GOAL - “Take Our Concept & Turn It Into Reality”

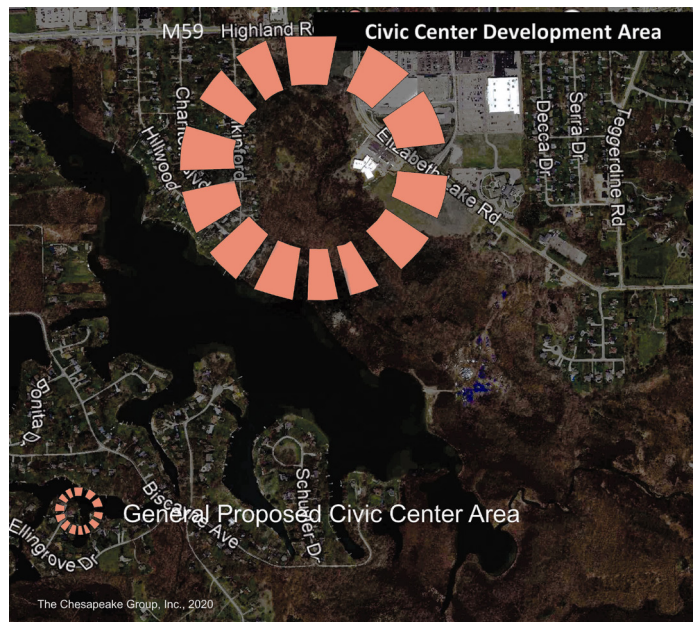
White Lake Charter Township, through The Chesapeake Group, Inc. (TCG), is extending invitations to select qualified real estate development interests to submit qualifications statements to act as the master developer for the development of the Township's Civic Center. In cooperation and partnership with the Township, it is anticipated that the qualified developer would explore the possibility of working toward a programmed, potentially phased development of the targeted area. The partnership arrangement is expected to be beneficial fiscally to both the jurisdiction and development interest.

The target area includes roughly 140 acres of land. Of the acres, 57 are allocated for recreational purposes. The property is located in Oakland County along the Township's major arterial, carrying at least 25,000 vehicles. The Township has seen continued growth of both new housing and commercial investment annually.

The purpose is to develop a 365 day, 24/7 unique civic center that includes the construction of new municipal offices and services, blended with indoor and outdoor year-around recreation, housing mixed with small scale commercial, and potentially other development whose character combines with the objective to meet the community's needs, develops a distinctive core activity area, and creates a sense of place that differentiates the Township from others jurisdictions.

In addition to the target area acreage, there are other neighboring tracts whose development could increase the overall scale of the effort.

The process will include this solicitation for qualifications. TCG will review the responses. TCG will submit its review to the Civic Center Development Committee (CCDC), who will then make recommendations to solicit formal proposals from strategic developer partners. One or more may be requested to submit a proposal. TCG and the CCDC will review the Proposal and make recommendations to the Township to open negotiations. Negotiations will involve the Township, its legal and fiscal representatives, and TCG.



(1) DISCLOSURE AND DISCLAIMER

This request for qualifications (RFQ) is being furnished by The Chesapeake Group, Inc. Any action taken in response to qualifications made pursuant to this RFQ or in making any award or failure or refusal to make any award pursuant to such qualifications, or in any cancellation of award, or any withdrawal or cancellation of this RFQ, either before or after issuance of an award, shall be Without any liability or obligation on the part of the Chesapeake Group, Inc. or any party they represent. It is expressly acknowledged and agreed by all persons who make a response to this RFQ (“proposer”) that this RFQ, and/or any response, does not create any contract or contractual relationship between any persons including, without limitation, The Chesapeake Group, Inc., anyone represented by The Chesapeake Group, Inc. (Including White Lake township or anyone representing the township), or the owners of the sites. It is further acknowledged and agreed that no person will be under any obligation, legal or otherwise, to make an award in response to the RFQ or to enter into any contract or agreement with proposer for the redevelopment or reuse of the sites, although it is anticipated that qualified proposers will explore the possibility of working with the owners of the property for the development of the sites.

In its sole discretion, The Chesapeake Group, Inc. or anyone that it represents may withdraw the RFQ either before or after receiving qualifications, may accept or reject any qualifications, may accept qualifications which deviate from RFQ as it deems appropriate and in the best interest of represented parties. In their sole discretion The Chesapeake Group, Inc., or any represented party, may determine the qualifications and acceptability of any party or parties submitting qualifications in response to this RFQ.

Following submission of a qualification, the proposer agrees to deliver such further details, information, and assurances, including financial and disclosure data relating to the qualification and/or the proposer, including the proposer’s affiliates, officers, directors, shareholders, partners, and employees, as requested by The Chesapeake Group, Inc. In its discretion.

The information contained herein is provided solely for the convenience of proposers. It is the responsibility of a proposer to assure itself that information contained herein is accurate and complete. The Chesapeake Group, Inc. does not provide any assurances as to the accuracy of any information in this RFQ. Any reliance on these contents, or any communications with The Chesapeake Group, Inc. shall be at proposer’s own risk. No warranty of representation is made by The Chesapeake Group, Inc., or any represented party that any qualification conforming to these requirements will be selected for consideration, negotiation, or approval.

All costs incurred by a proposer in preparing and responding to this RFQ are the sole responsibility of proposer. Any recipient of this RFQ who responds hereto, fully acknowledges all the provisions of this disclosure and disclaimer and agrees to be bound by the terms hereof. Any qualification submitted pursuant to this RFQ is at the sole risk and responsibility of the party submitting such proposal.

The RFQ is made subject to correction of errors, omissions, or withdrawal without notice. Information contained in the RFQ is for guidance only and does not constitute any part of an Agreement. In the event of any differences in language between this disclosure and disclaimer and The balance of the RFQ, the provisions of this disclosure and disclaimer shall govern.

The party represented by The Chesapeake Group, Inc. And the proposer will be bound only if and
When a proposal and the applicable definitive agreements pertaining thereto are approved, and
Then only pursuant to the terms of definitive agreements executed among the parties.

All qualifications shall remain confidential to the extent permitted by Michigan and Maryland
Statutes, until the date selected for opening responses.

Accepted By:

Name	Title	Date
Representing		



THE CHESAPEAKE GROUP, INC.
BUILDING A FOUNDATION FOR THE FUTURE

SECTION 2

ESSENTIAL CONCEPT COMPONENTS FOR DEVELOPMENT

Township Physical Infrastructure

A. Police, Fire and Related Emergency Space & Structures

The critical component included in the development of the civic center will be a new Joint Fire and Police Building. The new facility will replace other existing facilities that have been deemed functionally and physically obsolete.

The Township has commissioned a consultant to complete a thorough analysis and design for this component of the overall development. That work that is well underway. The extensive work includes present and future staffing requirements, building security and accessibility, operational issues, opportunities for shared collaborative space, space requirements, additional functions such as an Emergency Operations Center, and site requirements. Included are complete concept plans and elevations.

The detailed information will be made available to the selected developer as part of the partnership effort. Additional information on the proposed new facility is available upon request.

B. Administrative and Other Basic Services Space

A second critical component included in the development of the civic center will be a new Administrative building for the Township, coupled with other spaces for public use.

For this component, the Township has also commissioned a consultant to complete a thorough analysis and design. The work that is well underway. Included is space for Township meetings, offices for elected officials, conference rooms for administrative staff and associated public services, information technology, administrative service providers and staff, essential storage, and other functions.

A two-level structure is anticipated, containing about 38,000 square feet. The detailed information will be made available to the selected developer as part of the partnership effort. Additional information on the proposed new facility is available upon request.



**PROPOSED WHITE
LAKE TOWNHALL**
LOWER LEVEL ENTRY



C. Community/Senior Center

The White Lake population is active in many activities as both observers and as participants. Surveys of residents of the Township and surrounding areas indicate the following.

- About one-half of the households have at least one member that attends arts and crafts shows, local concerts in parks, and professional sports at least once each year.
- In addition to attendance at activity, at least one-third of the households have someone that participated in some form of shows, events, or other activity other than organized exercise outside the home these past two years. Also, fifty-five percent have someone that has participated in regular exercises outside of the home.
- Within the past year, many residents had shows, events, or other activities in which they or persons who live with them participated.
- Many White Lake households have had responsibility for “events” in the past few years. Many of the events were held at venues outside of White Lake.
- Perhaps of greater importance, many will have planning or financial responsibility in the next three years for many types of events that will be held outside of the home. These will range from weddings and receptions to fundraisers and family functions. At least four in ten households will have these types of responsibilities in the next three years.

*Events to Be Held Outside of the Home For Which a Household Member Will Help Plan or Have Financial Responsibilities in the Next Three Years**

Event Types	Percent
Catered weddings	22%
Receptions	21%
Regular meetings for family or organizations	24%
Graduation parties	31%
Fundraisers	20%
Family or school reunions	24%
Other family or organization functions or celebrations	43%
Others	10%

*Developed by The Chesapeake Group, Inc., 2020. The “others” include creating communal workspaces, dart tournaments, homeowners meetings, collector events, baby showers, and business meetings.

- Furthermore and in general, residents find the quality of indoor spaces for a range of meetings, events, culture, and arts in White Lake to generally be characterized as being either “Poor” or “Fair.” “Indoor walking areas that are safe and comfortable with enjoyable views” were ranked as “Poor” by the most substantial proportion of respondents.

*On a Scale of 1 to 5, With 5 Being Excellent and 1 Being Poor, Ranking for Each Type of Indoor Spaces in White Lake Township**

Types of Indoor Spaces	Poor	Fair	Good	Very Good	Excellent
Indoor spaces for special events	44%	30%	20%	4%	3%
Indoor space for meetings	29%	34%	26%	6%	5%
Indoor space for cultural or artistic activity	37%	33%	21%	6%	3%
Indoor space for youth education and training or arts and crafts	29%	33%	24%	9%	5%
Indoor walking areas that are safe and comfortable with enjoyable views	57%	22%	13%	4%	4%

*Developed by The Chesapeake Group, Inc., 2020.

Facilities to meet the needs of the general population as well as targeted groups, such as seniors, are less than adequate and efficient at this time. A multi-purpose community center venue and spaces in White Lake can establish a viable market position with likely use from both residents and other area residents of all ages. As part of the Civic Center, the facility could include an indoor farmers’ market component as well as large and small spaces for various shows and exhibits, receptions, and other activity oriented toward residents, surrounding area residents, and business interests. The ambiance and setting associated with the potential new structure, design, and site creates a competitive position. The potential exists for the facility to be a focal point seven days of the week for the broader community and related activity.

It is suggested that a facility be designed and equipped to accommodate a full range of crafts and visual arts activity in addition to some performing arts activity. The success would be based on its use and meeting the needs of the present and future residents. The facility would have a comfortable community feel and scale, not intimidating to beginners yet accommodating for high-level professionals. It might have a “fresh product” or “outdoor” theme increasingly associated with both active adults in latter life and younger households. For events, there would be rooms designed to accommodate participants, observers, and audiences and reflect the “welcoming feel” of White Lake as a place to live, raise families, recreate, etc.

To facilitate full use, the ability to accommodate audiences of a few hundred, in one space that could be divisible, would likely be required. The larger area could be used for the noted types of events for which people will have a responsibility, craft and art shows, and other shows, including murder mysteries, performing arts, and dinner theater types of activity. Smaller spaces could be used for training, clubs, comedy clubs, rehearsals, instructional music tutoring, etc. For crafts and visual arts, there would be rooms that are adequately equipped with advanced technology integration with the arts as well as a full range of possible experiences.

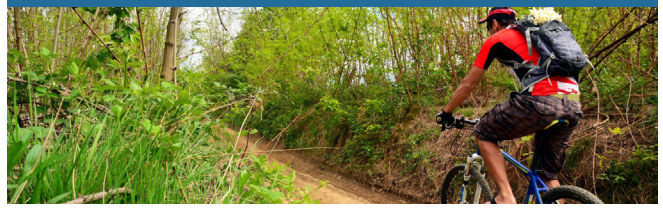
Recreation Infrastructure

Outdoor

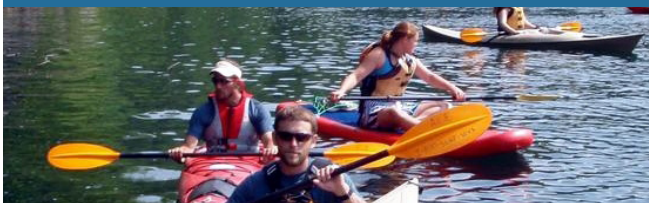
Boating



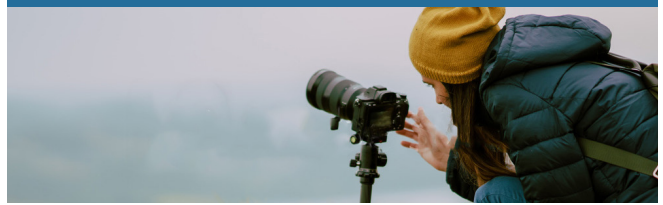
Biking



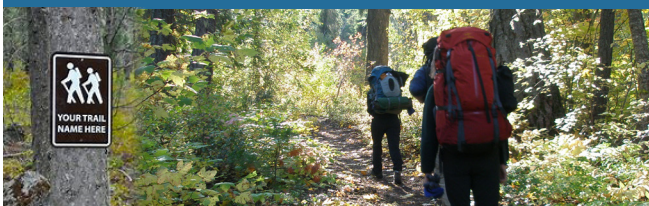
Canoeing & Kayaking



Nature Photography



Walking-Hiking Trails



Fishing



Cross-Country Skiing



Events & Concerts in the Park



The development site has recently been expanded through the acquisition of the former Brendel Lake Campgrounds. The acquisition was made possible through a Michigan Natural Resources Trust Fund Grant. The 57-acre property contains over 500 feet of frontage along Brendel Lake, which is part of the head waters of the Huron River. It is part of a multiple chain of lakes that run through the Township.

This area contains unique woodland and wetland ecosystems that support sensitive species. Fish species in the lake include bluegill, northern pike, sunfish, and largemouth bass.

The Township envisions active and passive recreation on the acreage, including fishing, nature viewing and photography, walking, kayaking, canoeing, and others. Improvements proposed include enhanced access and parking, restrooms, walking paths and trails, benches, an outdoor playground, kayak and other non-motorized launches, and ground maintenance.

The trails and paths would link to those external to the site, part of a more extensive system and the recently completed library. Outdoor events and concerts could be accommodated as well to enhance its use throughout various seasons.

Recreation Infrastructure

Indoor



The goal for the Civic Center development is the creation of a 24-7, 365 community focused node. The node will recognize climate conditions and the substantial number of seniors who reside in the Township.

The complex is also envisioned to have an indoor trail compatible with the municipal physical infrastructure and other site development components.

Housing



Based on historical patterns in the County, the Township, as well as an additional database derived from The Chesapeake Group's surveys of residents in White Lake and other areas of the County, the potential for new housing units in White Lake was defined.

From a market demand perspective, White Lake will support a total of roughly 230 new units by 2025 and 460 new homes by 2030 in the Civic Center area. Of the 230 units by 2025, nearly one-half would be non-single-family structures likely duplexes, town homes, and other attached structures. As many as 250 of the 2030 total of 460 units could be independent, active adult living. The development opportunities for the range of assisted living opportunities are not included in these estimates. Furthermore, the demand could exceed the holding capacity of the available acreage. But as noted, there are neighboring properties that could also be developed for housing use.

Anticipated is some housing mixed or blended with non-residential activity attached or otherwise to such structures. Also, a mix of housing types and densities are desired. The ability to work from home or work-home environments is appropriate because of the setting and range of available services intended for the site. (Further housing information is available upon request.)

SECTION 3

DESIRED COMPONENTS

Commercial Development



Based on the anticipated growth in rooftops and derived only from current and future residents of the Township, White Lake is expected to be able to support an additional 174,000 square feet of retail goods and related services space by 2030. Excluding transportation and vehicle service space, the figure is about 137,000 square feet. There is also the potential to capture exported space in “Eat/Drink” or food services, “General Merchandise,” and “Miscellaneous” retail. The latter includes operations such as hair styling salons, book stores, florist/nurseries, paper/paper products, and gifts and novelties. (Further breakdown of retail goods and related services demand is available upon request.)

Other than transportation and vehicle services space, most of the commercial opportunities are appropriate for land/parcels/structures associated with the future core of White Lake. Retail and entertainment are today and will continue to be in the future linked to “entertainment” so that one creates an experience, not merely a shopping trip or a trip to go to a restaurant. The catalytic activity and focus would be food service establishments.

*Table - Estimates of Supportable Retail Goods and Related Services Space for Generated by Only Residents of White Lake for 2020 and 2030 and the Change from 2020 to 2030**

Category	2020 Space	2030 Space	2020-30 Change in Space
Food	71,114	79,522	8,409
Eat/Drink	122,345	136,812	14,467
General Merchandise	419,415	469,012	49,591
Furniture	17,833	19,941	2,109
Transportation	204,159	228,301	24,141
Drugstore	32,304	36,125	3,820
Apparel	59,426	66,451	7,025
Hardware	158,406	177,134	18,729
Vehicle Service	110,895	124,008	13,112
Miscellaneous	278,295	311,196	32,906
TOTAL	1,474,192	1,648,502	174,309

*Developed by The Chesapeake Group, Inc., 2020.

Smaller space users, composed primarily of independents or local and regional chains, will likely be the bulk of the tenant mix. Included can be franchised food service and other operations.



Market with Seasonal Change

An indoor/outdoor market is desired, with seasonal changes as appropriate for Michigan. Some products will be seasonal, and others such as baked goods, smoked fish, maple syrup, and dairy products, could be year-around. Entrepreneurship would be encouraged in such spaces.

Pop-up space opportunities with change opportunities

Spaces should be provided for “pop-up” and related entrepreneurial activity. Such space would help generate full-year traffic as well as entrepreneurship. The constant change in pop-ups also creates return visitation to partake of differences from month to month, quarter to quarter, or season to season. It also contributes to enhancing livability and viability.

Office Space

The office market continues to change with the increased emphasis on flexible work arrangements, coworking space, and in-home live/work activity. Added rooftops increase demand for professional services and related space derived from the new households. Rooftop growth and the desire of people to work near home also provide the opportunity for office space growth.

New demand generates about 87,000 square feet of multi-tenant office space by 2030, of which about one half can potentially be captured in the proposed Civic Center and could include medical and higher education spaces.

Also, health care opportunities exist. Urgent care, satellite offices, and a range of outpatient medical care facilities may be additions to the civic center development.

Integration with Municipal Services Space

Public sector administrative spaces and the community center should be integrated with private commercial activity and indoor passive recreational opportunities based on affordability, capitalizing on market opportunities.

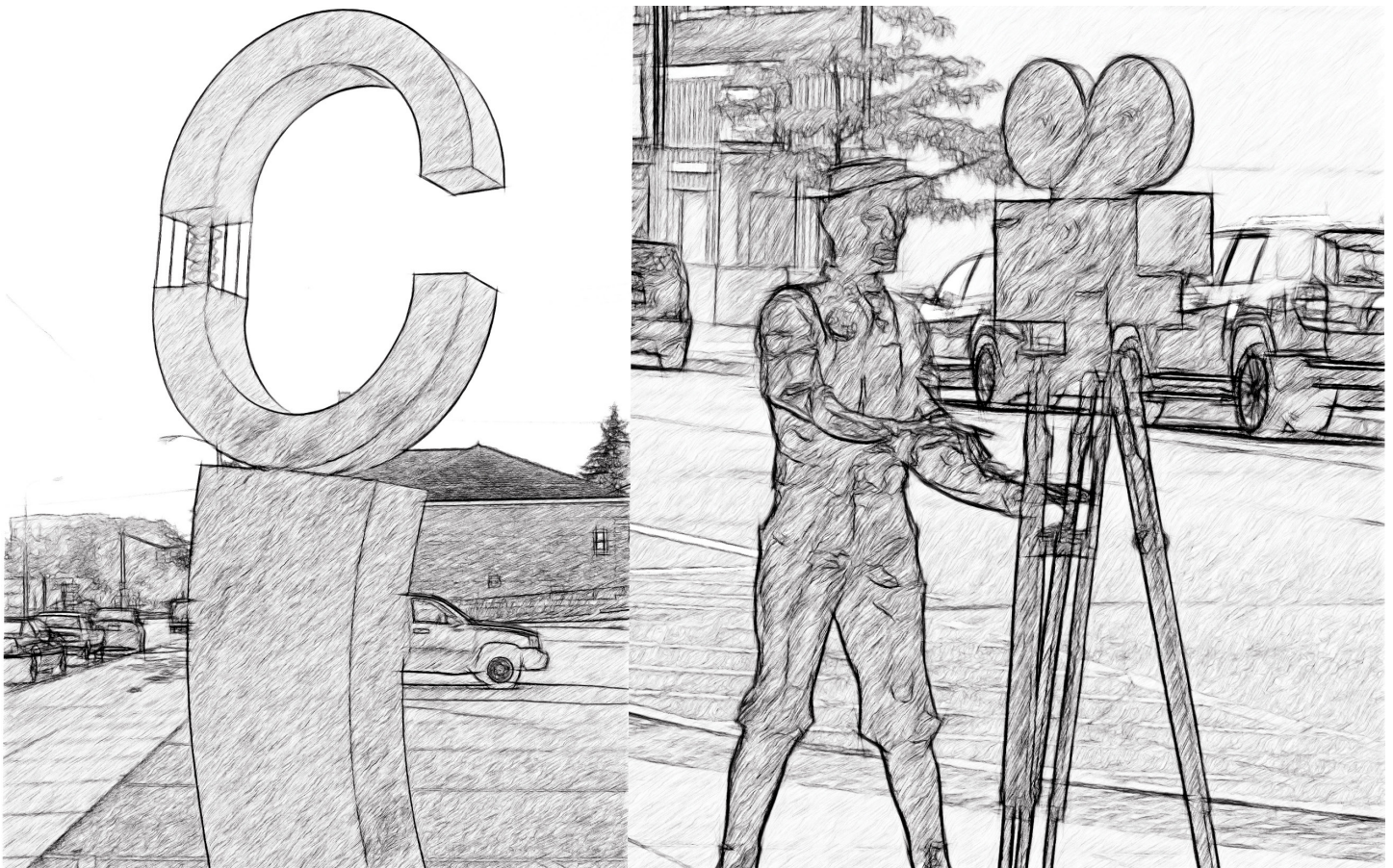
Image > Brand for Proposal Process

WHITE LAKE, MICHIGAN

...active lifestyle living

White Lake's Civic Center development has the opportunity to be unique in the region. Not being historical provides the ability to establish a new form embracing the best of traditional downtowns with modern-day conveniences and amenities for the comfort of those living, working, and choosing to visit the area.

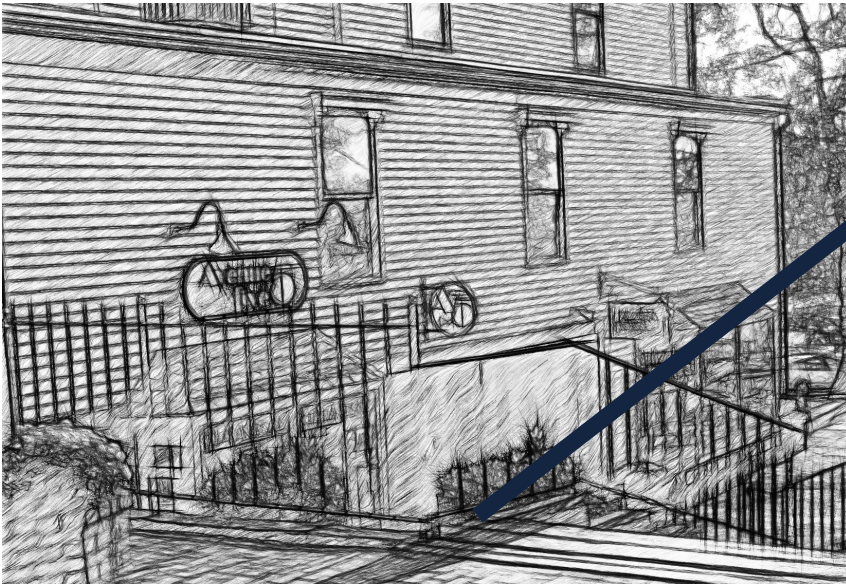
It can be its brand with a uniqueness that sets us apart.



Utilizing one theme art-in-public-places can be employed throughout the built setting and natural features emphasizing and enforcing a sense of place.

Design Considerations

Use of Topography



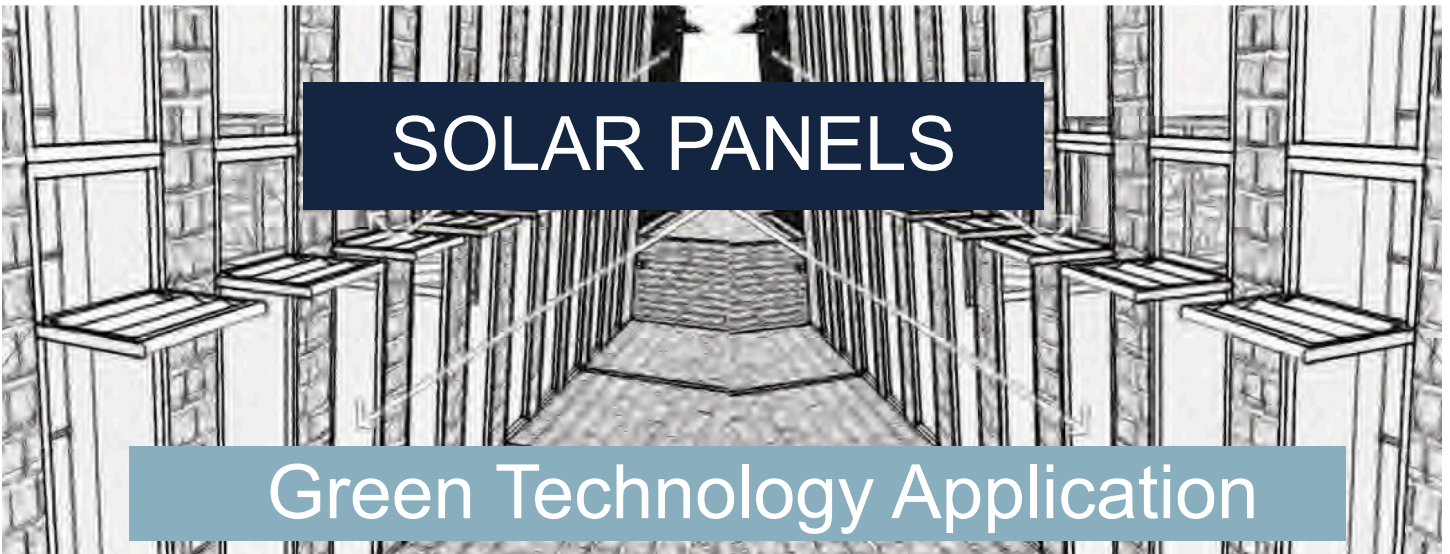
Use of Topography

The Township is proud of its outdoor heritage. Being respectful of the land is important. The preferred development should consider utilizing natural topographic features to the extent possible.

Variety with Quality and Consistency

With the types of activity indicated and a density of housing that is beyond much else in White Lake, the Township wants quality and variety in design that will attract people to live, work, and purchase at businesses in the new development.

Sense of Place



SOLAR PANELS

Green Technology Application

Based on affordability and existing technology, green design systems should be employed in both public and private buildings as well as public infrastructure. The Township wishes the civic center to differ from other parts of the community and neighboring communities by utilizing advanced technology to create a 365 day, 24-7 environment for residents, users, and others.

Interior

To the extent possible, common areas are to be pedestrian-oriented, visually appealing and have a character that is compatible with outdoor recreation. Based on affordability, the placement of “indoor trails” versus traditional linear walkways should be considered. In addition to their outdoor connection, it is envisioned the indoor trails will provide opportunities for exercise while also serving as unique and attractive pedestrian features for accessing businesses.



Density with Human Scale Focal Points



The housing and density of development in the area is intended to be compatible yet differ from other locations in the Township. While the density of housing is essential to the civic center’s success, it needs to be of human scale and have focal points that make residents and visitors comfortable.

It is envisioned the project or portions thereof will fall under the standards of the Township’s Town Center Zone District or one of the Planned Development Districts. The Town Center Zone District and the Planned Development Districts are intended to create a compact and unique center of civic life for the residents and guests of White Lake Township. District design standards have been formulated to allow varying flexibility in the redevelopment of property while fostering pedestrian-oriented improvements, produce a land-use mix offering the Township a distinctive

identity, and complement existing residential, institutional, and recreational uses. In all instances, it is proposed that new development and the redevelopment of properties will be laid out in a pedestrian-oriented manner that reflects a traditional town form, featuring a mix of residential, retail, and office uses.

The Township recognizes that the development standards of the Town Center Zone District and the Planned Development Districts, though well-designed and current, may not include standards that are expressly consistent with the desired mixed-use development plan of the overall project site ultimately approved by the Township. As such, the Township has indicated a readiness to work with the selected developer pursuant to matters of zoning.

SECTION 4

DEVELOPMENT PROCESS AND PROJECTED DATES

A table summarizing the selection steps and associated dates are presented below. The timetable shown is for informational purposes and is subject to change.

DEVELOPMENT SELECTION PROCESS	PROJECTED DATES
Issuance of the RFQ	2020
Non-Mandatory Open House	2020
RFQ Responses Due	2020
Evaluation of Qualifications	2021
Selection of Top Qualifiers	2021
Proposal Submittal	2021
Selection of Master Developer	2021

SECTION 5

SUBMITTAL REQUIREMENTS

One paper and one digital copy of the response to the request should be submitted to the following by the defined date.



Howard Kohn, President
The Chesapeake Group, Inc.
8516 Green Lane
Baltimore, Maryland 21244

The submittal shall include:

1. corporate resume/portfolio information that shows experience with similar types of projects,
2. corporate resume information if appropriate,
3. evidence of fiscal capacity, and
4. a signed copy of the “**DISCLOSURE AND DISCLAIMER**” found in this Request For Qualifications.

For further information, please contact Howard Kohn at tcgroup@rcn.com or **410-265-1784**.