



Request for Proposals #274-PlanDev-Moore Square

PLANDEV- Redevelopment of Moore Square East & South

Title:

**Redevelopment of +/-2.5 ac. East of Moore Square for Mixed-Use Development
Including Affordable Housing.**

Redevelopment of +/-0.9 ac. South of Moore Square for Mixed-Use Development

Issue Date: March 11, 2022

Due Date: June 27, 2022 not later than 4:30 PM ET

LATE PROPOSALS WILL NOT BE ACCEPTED

Issuing Department: Department of Planning and Development

Direct all inquiries concerning this RFP to:

Ralph Recchie

Real Estate Division Manager

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1 Introduction

1.1 Purpose

The City of Raleigh (COR) is soliciting proposals from one or more firm(s) for the redevelopment of two City-owned sites:

1. **Moore Square East** is a +/- 2.5 acre site located at 215 S. Person St., Raleigh, NC, with frontage on S. Person, E. Martin, S. Bloodworth, and E. Hargett Streets.
2. **Moore Square South** is current a +/- 0.9 acre site at 225 E. Davie St., and 228-230 E. Martin St. consisting of a parking lot adjacent to the historic City Market.

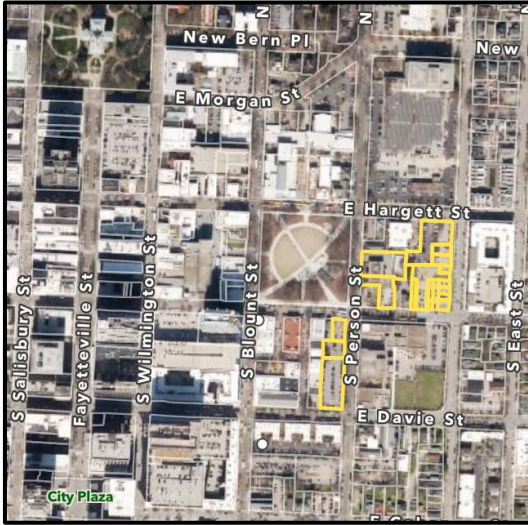
These city-owned parcels are a rare, generational opportunity for the city to act on its aspirational policy goals and directly impact the future of our downtown. The intent is to attract developer(s) that will deliver a high quality, mixed-use product that could include Office, Retail, Residential, and/or Hospitality development and to create housing opportunities for those that would otherwise be unable to live in our central business district. The projects are expected to contribute to the vitality and vibrancy of the adjacent assets of Moore Square Park and the historic City Market, and to downtown generally. The City encourages creative and innovative proposals and is looking to private sector thought leaders for innovative ideas that maximize the potential of this signature site in our Downtown.

The City Council has demonstrated its commitment to affordable housing through multiple policy and programmatic initiatives. The maximization of affordable housing units is a key consideration for evaluation of proposals. This solicitation is not intended to be prescriptive in how affordable housing could be incorporated into the project. Appendix A provides illustrative examples to highlight multiple development strategies and demonstrates the City's willingness to consider multiple disposition approaches in order to increase the financial viability of affordable units. Appendix A is not intended to set prescriptive parameters in how proposals should achieve affordability.

The City invites interested firms to propose for one or both sites. The selection process will examine the quality of the proposal for each site in making a determination, recognizing that certain outcomes may only be achievable with a combined proposal.

More detail is provided in *Section 1.4: Development Concept Guidance*.

Area Locator Map



1.2 Site Descriptions

Moore Square East Site Description



*City of Raleigh owned parcels outlined in bright green.

** Additional assemblage of the block is at the election of the selected development team.

Addresses

The site includes an assemblage of 14 parcels including the following address and Wake County Real Estate PIN#'s;

215 S. Person St.	1703884007
219 S. Person St.	1703874926
317 E. Martin St.	1703875954
319 E. Martin St.	1703886024
323 E. Martin St.	1703876933
325 E. Martin St.	1703876953
327 E. Martin St.	1703876898
228 S. Bloodworth St.	1703876991
226 S. Bloodworth St.	1703876995
224 S. Bloodworth St.	1703877908
218 S. Bloodworth St.	1703887004
214 S. Bloodworth St.	1703886088
210 S. Bloodworth St.	1703886184
330 E. Hargett St.	1703886253

Moore Square South Site Description



The Moore Square South site is also zoned for up to 12 stories of downtown mixed use. It is located adjacent to the historic City Market, which is in a local historic district. Most of the site sits outside of the historic district, except for c.1915 Esso gas station building that fronts on Martin Street, which is within the district. While the city does not have a specific use program in mind for this site, and there is no expectation of affordable units, weight will be given to uses which complement and generate activity for the adjacent retail, and the historic setting requires an approach to planning which respects and enhances the adjacent historic assets. The site includes the following three

addresses and parcels:

230 E. Martin St.	1703872717
228 E. Martin St.	1703871762
225 E. Davie St.	1703871564

1.3 Community and Planning Background

The City of Raleigh, the Capital City of North Carolina, is the third fastest growing area in the country. A great economy, top educational institutions, and exceptional health care facilities are some of the characteristics that attract people to the Triangle area. The mild

climate, diverse work force and proximity to Research Triangle Park combine to make Raleigh a great place to live, work, play and learn.

Raleigh is a 21st Century City of Innovation focusing on environmental, cultural, and economic sustainability. The City conserves and protects our environmental resources through best practice and cutting-edge conservation and stewardship, land use, infrastructure and building technologies. The City welcomes growth and diversity through policies and programs that will protect and enhance Raleigh's existing neighborhoods, natural amenities, history, and cultural and human resources for future generations. The City leads to improve quality of life for neighborhoods and standard of living for all citizens. The City works with universities, colleges, citizens, and local partners to promote new technology, create new job opportunities, and encourage local businesses and entrepreneurs. The City enlists and prepares staff with the skill sets to carry out the duties of the City through transparent civic engagement and by providing the very best customer service to our citizens.

The City of Raleigh seeks redevelopment concepts for the City-owned assemblage located at 215 South Person Street, on the eastern edge of Raleigh's Downtown Business District.

Acquired in 2013 by the City of Raleigh, the property and building are currently vacant. With the current interest in Moore Square and the surrounding area, the site is primed for redevelopment.

The City is issuing this Request for Proposal (RFP) to invite private market creativity and to gauge and assess interest of the site, and to identify the best redevelopment concept(s) for the site, while simultaneously meeting the goals and objectives of the mission of the City of Raleigh to improve the quality of life for Raleigh residents.

Downtown Disposition Study

In 2017, Raleigh finalized the Downtown Disposition study, which evaluated options for eleven (11) City-owned downtown properties. HR&A Advisors, the consultant engaged by the City to perform the Downtown Disposition Study, identified City-owned property located in the downtown area and evaluated how best to utilize each property in order to reach the goals of Raleigh's Downtown Plan. The City Council may choose to exercise a high degree of control over future development of these sites in order to ensure that the uses reflect broader community goals of activation of public space and economic development. The city hopes for a use that will complement the current uses in the area and will further activate Moore Square and will leverage the high level of current and future transit access, particularly in increasing housing choice. HR&A Advisors identified a residential mixed-use development including office, market rate and affordable residential units, retail and possibly hospitality.

Zoning

The property has multiple zoning designations. The property facing Moore Square is zoned DX-20-SH. This zoning permits a wide variety of uses in buildings of up to 20 stories in height. The Shopfront (-SH) frontage requires 0 to 10 foot build-to and a retail-compatible ground floor with higher floor-to-ceiling heights across 80% of the primary street frontage and 40% of the secondary street frontage. A small portion fronting on Martin Street is zoned DX-20-UG. The Urban General (-UG) frontage does not require a retail ground floor, but does require a 0 to 10 foot build-to across 70% of the primary street frontage and 35% of the side street frontage. The eastern half of the property is zoned DX-12-UG, which allows 12 stories of building height.

Environmental

The Moore Square East property is a Brownfield site and a Brownfield Agreement with NC DEQ is in the process of being established.

2030 Comprehensive Plan

The site is designated Central Business District in Future Land Use Map. As per the land use plan, "This category applies to the Raleigh Central Business District and is intended to enhance Downtown Raleigh as a vibrant mixed-use urban center. The category recognizes the area's role as the heart of the city, supporting a mix of high-intensity office, retail, housing, government, institutional, visitor-serving, cultural, and entertainment uses.

The Downtown Element of the Comprehensive Plan has several relevant policies to the subject site, including the two listed below.

Policy DT 1.3—Underutilized Sites in Downtown

Encourage the redevelopment of underutilized sites in downtown, included but not limited to vacant sites, surface parking lots, and brownfield sites.

Policy DT 1.8—Redevelopment of City-owned Sites

Redevelop city-owned sites to include a mix of uses that will advance the vision of downtown as a vibrant employment, population, cultural, arts, and entertainment center. Where appropriate, integrate greenway trails and/or other recreational and open space amenities.

Downtown Plan

The vision statement of the [Downtown Plan](#) is "To Realize downtown's potential as a dynamic city-center neighborhood anchoring tourism, entertainment, and culture." Sections SA-11, 24, 26, 32 encourage the development of vacant and underbuilt sites in downtown and for each City-owned site, refine a vision for future use and develop priorities.

Historic Preservation

The Moore Square Historic District has been listed since 1983 on National Register of Historic Places. Only one small parcel in this RFP is impacted or included in this Historic District which includes the Moore Square Park. This parcel is occupied by a historic Esso station building, which is intended to be preserved and adaptively reused as part of future development. Any work done to the building will be subject to review and approval by the Raleigh Historic Development Commission (RHDC).

Moore Square Redesign & Rehabilitation

Moore Square, one of the original parks from the City's original 1792 plan, has completed construction of the Moore Square Master Plan which reimagined the historic square. This \$13.5 million renovation included a new public café and interactive water feature and has transformed the square into a popular destination. As part of the master plan, gateway entrances into the public square were placed and designed to accommodate future redevelopment. On Person St., a mid-block entrance was constructed and Martin St.'s corner entrance was oversized to complement this redevelopment. Moore Square is committed to providing innovative, creative, and exciting programs that enhance and exemplify the mission, vision, and values for the City of Raleigh Parks, Recreation, and Cultural Resources Department. Moore Square offers a variety of programs ranging from small programs, medium and large special events.

The sites sit directly east and south across from Moore Square and benefit from increased attention on the area. The South site is immediately adjacent to the Moore Square Visitor Center (aka the Norwood House) and adjacent to the Historic City Market. This section of Raleigh is becoming an emerging dining destination featuring popular restaurants such as Brewery Bhavana and Mofu Shoppe. The area also features Marbles Kids Museum and Raleigh Artspace and attracts many visitors.

GoRaleigh Renovation

Formerly the Moore Square Transit Mall, GoRaleigh Station has served as the City of Raleigh's Downtown Transit Hub since 1988. In 2016, it underwent a \$9.7 million renovation to better accommodate the city's expanding transit system. The station provides targeted, local and regional services and the center will be fundamental to the implementation of future Bus Rapid Transit Service. Currently, the station accommodates 22 of the City's bus routes serving thousands of riders daily.

City Resources

The City of Raleigh funds affordable housing through two sources: an annual general fund allocated funds equal to a penny on the City's property tax in 2018 (\$6.3 million was budgeted in FY22); and a recently passed affordable housing bond. The mainstay of the City's affordable housing program is gap financing for Low Income Housing Tax Credit projects. Discounted rental payments under a ground lease model can be part of the City's

support for affordable housing. The City also offers a Tax Increment Grant program to pay for enhanced infrastructure investments associated with private development projects. More information about this program can be found on the City's Tax Increment Grant [webpage](#).

1.4 Development Concept Guidance

The goal of this solicitation is to invite a broad range of creative redevelopment strategies for these sites that will increase affordable housing opportunities. Given the City's high interest in affordable housing, work was completed to evaluate the market viability and potential strategies to achieve affordable housing as a part of a redevelopment approach. Additional information that may assist respondents in evaluating development strategies to maximize affordability can be found in Appendix A.

Moore Square East Site

The City is requesting that proposals include a significant affordable housing component. The Moore Square East site is split between 12- and 20-story zoning, and all the uses typical to a downtown are permitted, including residential, office, retail, and hospitality. The City will leave the mix of the primary and supportive uses to the proposers, and the selected proposal may include any or all of these uses. The City would anticipate, consistent with the zoning, that the tallest and highest value uses would be oriented toward Moore Square Park, and development concepts should seek to activate and address the park on both the ground level and the upper floors through both their use programming, architectural design and complimentary design of open space.

Moore Square South Site

Like the Moore Square East site, zoning allows for a diverse mix of uses. Given the site dimensions, there is no expectation of affordable housing on this site. While the zoning allows for an abrupt transition in scale from the 1- and 2-story buildings of City Market to the 12 permitted stories on the site, the City would like to see development transition to its low-scale neighbor such that the new development frames, rather than dominates, the unique character of this historic retail center. There is currently a mid-block passage between City Market and the existing parking lot. Development concepts should utilize this passage to feed activity directly into City Market. Lastly, it is intended that the historic Esso station building will be retained and adaptively reused as part of the concept, preferably with a use that complements and activates Moore Square Park. Alterations to this building will be subject to review and approval by the Raleigh Historic Development Commission.

Parking

Raleigh's downtown zoning does not require any parking. However, it is anticipated that proposers will want to include parking for the tenants and users of the development. For those proposing on both sites, the City will welcome proposals that utilize a district parking approach, such as providing all the parking for both sites on only one or the other of the

sites. Development on the Moore Square South site will remove a current source of parking for City Market. There is no requirement that this public parking be replaced, but the inclusion of public parking in support of City Market would be welcomed.

2 Process

2.1 Process Overview

The City of Raleigh is adhering to a three-step process to arrive at the selection of a developer for the site.

Step One: Pre-submission Meeting

A pre-submission meeting with key City staff will be held via Microsoft Teams or other video-conferencing platform. This will provide an opportunity for staff to present on the sites in more detail and answer initial questions.

Step Two: Request for Proposals

Development proposals will be evaluated and ranked by a City review committee relative to criteria stated in the RFP and the top-rated development teams will be invited for one or more formal interviews to discuss details of their proposal. City staff will select from the submitted concepts those meeting the objectives of the RFP and compatibility with Moore Square. The City reserves the right to reject any or all responses to this RFP.

The City's staff review team will recommend a proposal to City Council along with a term sheet describing the basics of the sale and ground lease. The City Council will make the final selection of the development proposal.

After selection by the City Council, the selected Developer and the City will enter into negotiations on the final terms of the agreements regarding development of the property. After mutual agreement is reached between the developer and City staff, the final terms of the Purchase Agreement and Ground Lease will be presented to City Council for final approval.

The City reserves the right to change this process, and the timing of any step, based on its needs and on the responses to the RFP.

Step Three: Entitlement (if applicable)

The site is zoned DX-20-SH, DX-20-UG, and DX-12-UG. Raleigh uses a by-right development review process, such that projects conforming to the existing zoning will receive administrative approval unless regulatory relief is sought. The City believes that the existing zoning is sufficient to provide options for high-quality development on the site. Firms looking to propose taller buildings than permitted by the current zoning would be expected to file a rezoning petition for the property after obtaining site control. It typically takes a minimum of six months to navigate the City's rezoning process.

Valuation

The value of the portion to be conveyed by deed will be determined by the average of two independent MAI appraisals of the acreage, based on zoning at the time of appraisal.

Acreage conveyed by deed shall be determined once the ground lease area is demised separately and subtracted from the total current assemblage owned by the City of Raleigh.

The terms of the ground lease will depend on the number of affordable housing units to be constructed and the percentage of average median income they will be marketed toward.

2.2 Request for Proposal (RFP) Timeline

Provided below is a list of the anticipated schedule of events related to this solicitation. The City of Raleigh reserves the right to modify and/or adjust the following schedule to meet the needs of the service. All times shown are Eastern Time (EST):

RFP Process	Date	Time
RFP Advertisement Date	March 11, 2022	4:30PM EST
Pre-Proposal Conference (recommended)	March 30, 2022 One Exchange Plaza, Raleigh NC 27601 Or Virtually on Microsoft Teams	8:30 – 10 AM ET
Deadline for written questions	April 11, 2022	5:00 PM EST
City Response to questions (anticipated)	April 20, 2022	5:00 PM EST
Proposal Due Date and Time	June 27, 2022	4:30 PM EST
Evaluation Meeting (anticipated)	July 5, 2022	TBD
Interview/ Demonstrations (if required)	July 19-21, 2022	TBD
Selection Announced at Council Meeting (tentative)	August 16, 2022	1:00 PM

2.3 Pre-Proposal Conference

The City of Raleigh will conduct a virtual Pre-Proposal Conference. Attendance by prospective proposers is recommended. Prospective Proposers are encouraged to submit written questions in advance. Date and time of pre-proposal conference is shown above in Section 1.5, entitled RFP Timeline.

2.4 Proposal Questions

It is the Proposer's responsibility to ensure that all addenda have been reviewed and considered in the preparation of its proposal. Requests for clarification and questions to this RFP must be received by the City not later than the date shown above in Section 1.3,

entitled “RFP Timeline” for the submittal of written inquires. The firm’s failure to request clarification and submit questions by the date in the RFP Timeline above shall be considered to constitute the firm’s acceptance of all City’s terms and conditions and requirements. The City shall issue addenda reflecting questions and answers to this RFP, if any, and shall be via email communication from RFP contact. No information, instruction or advice provided orally or informally by any City personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Respondents shall be entitled to rely only on written material contained in an Addendum to this RFP.

All questions related to this solicitation must be submitted in writing (via email) to the following individual:

Contact Name	Email Address
Ralph Recchie	Ralph.Recchie@RaleighNC.gov

2.5 Proposal Submission Requirements and Contact Information

Proposals must follow the format as defined in Section 2 PROPOSALS, and be addressed and submitted as follows:

DELIVERED BY US POSTAL SERVICE	DELIVERED BY ALL OTHER MEANS
City of Raleigh ATTN: Ralph Recchie One Exchange Plaza Suite 1020 Raleigh, NC 27601 RFP No. & Title ## PLANDEV Redevelopment of Moore Square East & South	City of Raleigh ATTN: Ralph Recchie One Exchange Plaza Suite 1020 Raleigh, NC 27601 RFP No. & Title ## PLANDEV Redevelopment of Moore Square East & South

Proposals must be enclosed in an envelope or package and clearly marked with the name of the submitting company, the *RFP number* and the *RFP Title*.

Proposers must submit:

- A. one (1) signed original;
- B. one (1) electronic version of the signed proposal.

The electronic version of the Proposal must be submitted as a viewable and printable Adobe Portable Document File (PDF) on a Flash Drive. Electronic versions must be received by the City on or before the RFP due date and time provided in Section 1.3. Proposals received after the RFP due date and time will not be considered and will be returned unopened to the return address on the submission envelope or package.

Any requirements in the RFP that cannot be met must be indicated on Appendix I, "Exceptions to the RFP" and submitted with proposal. Proposers must respond to the entire Request for Proposals (RFP). Any incomplete proposal may be eliminated from competition at the discretion of the City of Raleigh. The City reserves the right to reject any or all proposals for any reason and to waive any informality it deems in its best interest.

Proposals that arrive after the due date and time will not be accepted or considered for any reason whatsoever. If the Firm elects to mail in its response, the Firm must allow sufficient time to ensure the City's proper receipt of the package by the time specified in Section 1.3, "RFP Timeline". Regardless of the delivery method, it is the responsibility of the Firm to ensure that their response arrives at the designated location specified in this Section by the due date and time specified in Section 1.3, "RFP Timeline".

2.6 Rights to Submitted Material; Public Records

Except for materials marked as confidential or trade secret information, all proposals and supporting materials, as well as correspondence relating to this RFP, shall become the property of the City. Proposals will be reviewed by the Evaluation Team, as well as other City staff and members of the general public who submit public record requests. *Any proprietary, Confidential, or trade secret data must be clearly marked as such and submitted in a separate, sealed envelope or in a separate electronic file.* In submitting a Proposal, each Prospective Proposer agrees that the City may reveal any trade secret materials contained in such response to all City staff and City officials involved in the selection process and to any outside consultant or other third party who serves on the Evaluation Team or who is hired by the City to assist in the selection process.

The City reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the Proposer of the conditions contained in this Request for Proposal.

Proposals marked entirely as "confidential", "proprietary", or "trade secret" will be considered non-responsive and will be removed from the evaluation process.

Any materials submitted to the City may be subject to inspection under Chapter 132 of the North Carolina General Statutes. The City will withhold from inspection any materials qualifying as trade secrets and appropriately marked as such as required by North Carolina law. Any party submitting a Proposal acknowledges this requirement and

consents to the release of any information not protected by North Carolina law without any liability to the City.

2.7 Communications

All communications of any nature regarding this RFP with any City staff, elected City officials, evaluation committee members, are strictly forbidden from the time the solicitation is publicly posted until award. Questions must be submitted in writing to the individual designated in Section 1.1. prior to the deadline provided in Section 1.3.

Violation of this provision may result in the firm's proposal being removed from consideration.

2.8 Lobbying

By responding to this solicitation, the firm certifies that it has not and will not pay any person or firm to influence or attempt to influence an officer or employee of the City or the State of North Carolina, or any elected official in connection with obtaining a contract or lease agreement as a result of this RFP.

2.9 Conflicts of Interest

City of Raleigh contracts, including lease agreements, are controlled by three conflict of interest provisions.

First, federal procurement standards provide in 2 CFR 200.318 (c)(1),

No employee, officer, or agent may participate in the selection, award, or administration of a contract supported by a Federal award if he or she has a real or apparent conflict of interest. Such a conflict of interest would arise when the employee, officer, or agent, any member of his or her immediate family, his or her partner, or a firm which employs or is about to employ any of the parties indicated herein, has a financial or other interest in or a tangible personal benefit from a firm considered for a contract. The officers, employees, and agents of the non-Federal entity may neither solicit nor accept gratuities, favors, or anything of monetary value from contractors or parties to subcontracts.

Similarly, the North Carolina General Statutes provides a criminal statute for conflicts of interest in public contracting. N.C.G.S. § 14-234(a):

(1) No public officer or employee who is involved in making or administering a contract on behalf of a public agency may derive a direct benefit from the contract except as provided in this section, or as otherwise allowed by law. (2) A public officer or employee who will derive a direct benefit from a contract with the public agency he or she serves, but who is not involved in making or administering the contract, shall not attempt to influence any other person who is involved in making or administering the contract. (3) No public officer or employee may solicit or receive any gift, favor, reward, service, or promise of reward, including a promise of future employment, in exchange for

recommending, influencing, or attempting to influence the award of a contract by the public agency he or she serves.

City of Raleigh Charter Section 3.9 regulates private transactions between the City and its officials and employees. The Charter states:

"No member of the City Council, official, or employee of the City of Raleigh shall be financially interested, or have any personal beneficial interest, either directly or indirectly, as agent, representative, or otherwise, in the purchase of, or contract for, or in furnishing any materials, equipment or supplies to the City of Raleigh, nor shall any official or employee of the City of Raleigh accept or receive, or agree to accept or receive, directly or indirectly, from any person, firm or corporation to whom any contract may be awarded or from whom any materials, equipment or supplies may be purchased by the City of Raleigh, by rebate, gift, or otherwise, any money or anything of value whatsoever, or any promise, obligation or contract for future reward or compensation, for recommending or procuring the uses of any such materials, equipment or supplies by the City of Raleigh; no member of the City Council, official or employee of the City of Raleigh shall for his own personal benefit operate, directly or indirectly, any concession in any building or on any lands of the City of Raleigh, nor shall any official or employee of the City of Raleigh bid for or be awarded any contract granting concessionary rights of any nature or kind from the City of Raleigh; it shall be unlawful for any member of the City Council, official or employee of the City of Raleigh to bid for or to purchase or to contract to purchase from the City of Raleigh any real estate, equipment, materials, or supplies of any nature or kind whatsoever, either directly or indirectly, at either public or private sale, either singly, or through or jointly with any other person."

2.10 Proposer Expenses

The City of Raleigh will not be responsible for any expenses incurred by any Proposer in the development of a response to this Request for Proposal or any other activities associated with this procurement including but not limited to any onsite (or otherwise) interviews and/or presentations, and/or supplemental information provided, submitted, or given to City of Raleigh and/or its representatives. Further, the City of Raleigh shall reserve the right to cancel the plans to redevelop Moore Square East prior to issuance and acceptance of any purchase or lease agreement by the recommended Proposer even if the awarding authority for each entity has formally accepted a recommendation.

A selected Proposer shall be responsible for all costs, including those for permits or plan review costs, associated with the redevelopment of the site.

2.11 Proposer Acceptance

Submission of any proposal indicates a Proposer's acceptance of the conditions contained in this RFP unless clearly and specifically noted otherwise on Appendix I, "Exceptions to RFP" and submitted with proposal. The City of Raleigh has the sole discretion and reserves the right to cancel this RFP, and to reject any and all proposals, to waive any and

all informalities and/or irregularities, or to re-advertise with either the identical or revised specifications, if it is deemed to be in the City of Raleigh's best interests to do so. The City of Raleigh reserves the right to accept or reject any or all of the items in the proposal, and to award the purchase or lease agreement in whole or in part and/or negotiate any or all items with individual Proposers if it is deemed in the City of Raleigh's best interest. Moreover, the City of Raleigh reserves the right to make no selection if proposals are deemed to be outside the fiscal constraint or not in the best interest of the City of Raleigh.

3 PROPOSALS

Responses must follow the format outlined below. The City may reject as non-responsive at its sole discretion any proposal that does not provide complete and/or adequate responses or departs in any substantial way from the required format.

Please submit (1) printed submittal (1 signed original listed previously in Section 1.6). Printed submittal should be in 8½" x 11" format bounded and one (1) digital version on a flash drive (PDF). If large-format drawings or exhibits are included in the submittal, copies of these exhibits shall be reduced to 8 ½" x 11" (or folded 11" x 17") and shall be included with the one original and the digital copy as noted above. Printed copies shall not exceed 25 pages double sided or 50 pages single sided. The submission must be received prior to the deadline and in a sealed envelope or package and clearly marked with information identified in Section 1.6. The City of Raleigh reserves the right to request additional information after submittal as may be necessary to adequately assess each response

3.1 Request for Proposals Required Document Format

Responses should be divided using tabs to separate each section, listed sequentially as follows:

Tab 1: Cover Letter

Provide an introduction letter summarizing the unique proposal of your Developer Team to meet the needs of this service requirement. This letter should be presented on the team's official letterhead (if applicable) and signed by an authorized representative who has the authority to enter into a contract with the City on behalf of the Developer Team.

Additionally, include the name, address, telephone, and email address of the individual who serves as the point of contact for this proposal.

Tab 2: Team Background and Experience

Include background information on the Developer/Operator Team and provide detailed information regarding the description of the proposed legal structure of the team (i.e. joint venture, partnership, etc.). Also include in this section the team's experience with similar concepts and comparable public/private development. Provide a list of all similar experiences with the following information:

- Nature of involvement (financial, management and/or implementation)
- Sizes and Uses
- Dates of Completion
- Project References with Name, Title, Email, and Phone Contact Information

Failure to provide a list of all similar experience in the specified period may result in the rejection of the firm's proposal. The evaluation team reserves the right to contact any or all

listed references, and to contact other public entities regarding past performance on similar projects.

Tab 3: Concept Description

Provide a comprehensive narrative, outline, and/or graphic demonstrating the firm's understanding of the project which includes description of the proposed development and service concept, highlighting the features that would provide unique assets to both the surrounding neighborhood and Downtown Raleigh. The description should clearly state the following:

- Identify the components and size of various uses within the mixed-use complex. Include the number and bedroom mix of affordable housing units, what percentage of AMI will be addressed and in what quantity. Indicate the intent to seek 4% or 9% Low-Income Housing Tax Credits and any City gap financing, if needed.
- Include what the expected quantity of various uses will also be included (market-rate residential, office, retail, hospitality, etc....)
- Define how this concept will, complement the newly renovated Moore Square Park.
- Description of how the building(s) would relate to the surrounding architecture including Moore Square, City Market, or any relevant business and how the design of open space would enhance the connection to the park.
- Detail the specific need this concept is responding to.

Tab 4: Design Proposal

This section must include the detailed design and construction standards that will be utilized to realize the proposed concept. Please include the following:

- Description of building(s): additions, construction type, materials, dimensions that will be used in the design.
- Preliminary elevations, site plan.
- Renderings of building/site or perspective drawings.

Tab 5: Construction and Operation

Describe in this section detail the conceptual design implementation and how that will be constructed and maintained. Make sure to highlight the following:

- An estimated development schedule that specifies key development and financial milestones, including construction commencement, completion, master plan buildout, and business opening(s).
- Estimation of what delivery method will be used for construction and if construction administrator is included in the delivery method. Please provide a list of individual or firms the developer team are considering.

- If not included in the *Team Background and Experience* section, please list additional partners that will provide architectural, engineering, or contracting services. Include contact information and references for each proposed member. The contractor/engineer/architect must be current on repayment of City debts and loans and be in good standing. They must have professional license to operate a business in North Carolina and the lease agreement may be contingent on documentation to verify status in the negotiation phase.
- Include proposed financing method, types of debts to be utilized for this project.
- Indicate any other assistance the developer team will be seeking to increase probability of implementation of concept.

3.2 RFP Documents

This RFP is comprised of the base RFP document, any attachments, and any addenda released before purchase and lease agreement award. All attachments and addenda released for this RFP in advance of any purchase or lease agreement award are incorporated herein by reference.

4 Proposal Evaluation

4.1 Proposal Evaluation Criteria (Stage 1)

This is not a bid. There will not be a public opening. The Proposals received in response to this RFP will be evaluated and ranked, by the Proposal Evaluation Committee in accordance with the process and evaluation criteria contained below. Responses will be evaluated in light of the material and substantiating evidence presented in the response, and not on the basis of what is inferred. After thoroughly reading and reviewing this RFP, each Evaluation Committee member shall conduct his or her independent evaluation of the proposals received and grade the responses on their merit in accordance with the evaluation criteria set forth in the following table.

The City will place a high weight on the following criteria:

- Qualifications & track record of the development team
- Quality and quantity of Affordable Housing units and the household incomes targeted
- The estimated total value of the development proposal

The City will also consider in its evaluation the following:

- Creation of demand for nearby retail, including City Market
- Activation of the edge of Moore Square Park
- Design quality, including relationship to Moore Square Park and City Market

4.2 Interview/Demonstration (Stage 2)

A short-list of firms may be invited to Stage 2 of the evaluation process, the *Interview/Demonstration*. Interview/demonstrations are an important aspect of the evaluation process that offers the City an opportunity to see how the proposer's solution meets the critical components of the RFP.

4.3 Final Selection

Proposals will be evaluated and ranked according to the criteria set forth in section 4.1. Either a final selection for recommendation will be made at this time or the short-list of firms will be invited to participate in Stage 2 of the evaluation process. If Stage 2 is implemented, each firm will be evaluated and assigned a score to determine the best firm for recommendation.

After which negotiations of a purchase and lease term sheet with the most qualified firm will commence. If negotiations are unsuccessful, the City will then pursue negotiations with the next most qualified firm. All Proposers will be notified of their standing immediately following the City's decision.

The City's staff review team will recommend a proposal to City Council along with the purchase and lease term sheet. The City Council will make the final selection of the development proposal.

After selection by the City Council, the selected Proposer and the City will enter into negotiations on the final terms of the Purchase Agreement and Ground Lease. After mutual agreement is reached between the Proposer and City staff, the final terms of both agreements will be presented to City Council for final approval. Approval of the lease will follow a 30-day notice of the City Council's intent to authorize the City to enter into the lease as required by state statute.

The City shall not be bound or in any way obligated until both parties have executed the Purchase Agreement and Lease agreement. Should the negotiations of the final terms of the either agreement not be successful, the City will then pursue negotiations with the next most qualified firm in the manner set forth above. The City also reserves the right to delay the award of the RFP or to not award it at all.

4.4 Notice to Proposers Regarding RFP Terms and Conditions

It shall be the Proposer's responsibility to read the Instructions, all relevant exhibits, attachments, and any other components made a part of this RFP and comply with all requirements and specifications herein. Proposers are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFP.

APPENDIX A: Illustrative Strategies to Maximize Affordability

This solicitation encourages private sector innovation to maximize affordability through redevelopment. Below are development strategies that were identified through City analysis on the Moore Square East site that may be helpful to respondents as they consider opportunities to generate affordable housing. While the City would consider proposals utilizing any of the strategies outlined below, the examples are not intended to be limiting. Analysis about potential affordable housing yield using LIHTC was completed by the City and is available upon request.

- If respondents intend to facilitate the use of LIHTC equity in the financing of these units, the affordable units could be located on their own parcel, which could be conveyed via ground lease rather than sale. The terms of the ground lease would depend on unit count and income targeting, and it is anticipated that the City's financial contribution towards the affordable units would come in the form of a reduced lease rate or price for the land, with gap financing to be provided only if the land subsidy plus LIHTC equity is shown to be insufficient.
- If respondents intend to use less-expensive Type IIIA or VA construction to achieve affordable units, the construction type will not be able to take full advantage of the 12-story zoning on the eastern half of the site. Despite those impacts, massing studies performed by Raleigh's Urban Design Center indicated that if the Type IIA or VA construction is planned for at least 5 stories tall, there should still be sufficient room for market rate development including a parking structure on the site.
- Alternately, the affordable component could utilize the full 12-story zoning allotment, which would shrink its footprint, leaving significantly more room for market rate development. The additional land value thus created may be sufficient to offset the higher costs of Type I construction, if not more so.
- Shared infrastructure between the market-rate and affordable buildings (such as parking and elevators) could reduce the cost basis of the affordable units.
- Proposers could choose to integrate the affordable units into mixed-income buildings utilizing an 80/20 structure
- Small or micro-units without required parking provide an alternative to using LIHTC equity. Creativity in meeting affordability is welcomed.

Again, the goal of this solicitation is to encourage proposers to look at creative ways of incorporating affordable units into the project.