



## REQUEST FOR PROPOSALS REDEVELOPMENT OF SELECT PARCELS ALONG OLIVE BOULEVARD OCTOBER 2007

Department of Community Development\*6801 Delmar Blvd\*University City, MO 63130



**THE NEXT GREAT PLACE: OLIVE BOULEVARD**

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## OVERVIEW

The City of University City is soliciting proposals for an exciting redevelopment opportunity along the Olive Boulevard corridor. Through this Request for Proposals (RFP), the City is seeking a unique, architecturally distinct, first-class urban mixed-use project to help transform the Olive Boulevard corridor.



Responses to the RFP should include a development team with the experience, expertise, vision and financial capability to successfully complete the redevelopment project, based on:

- Experience with successful developments in urban areas;
- Track record of superior architectural and urban design;
- Access to financial resources needed to accomplish the project; and
- Experience with public/private development.

The redevelopment project is expected to enhance and reinforce the City of University City's overall vision for the Olive Boulevard corridor and will:

- Assist in attracting additional quality developments to the Olive Boulevard corridor;
- Celebrate the unique assets of the City;
- Incorporate high quality, unique urban design; and
- Provide a destination-oriented project that will attract a large number of people both day and night.

The City has established the physical and economic redevelopment of Olive Boulevard as its highest priority. Several planned and in-progress infrastructure improvements and land use projects have or will improve the physical appearance of the corridor. Streetscape improvements such as streetscaping, sidewalks and lighting are being enhanced. Design standards for the corridor are currently being developed and will assist with the Olive Boulevard redevelopment. Redevelopment of the subject area is a key step in the attainment of the long-term vision for the Olive Boulevard corridor.

The subject parcels have been identified by the City of University City as major opportunities for redevelopment. With many underutilized parcels as far as site coverage, density and market conditions, these properties detract from the overall quality of the Olive Boulevard corridor and hinder redevelopment activity.



The Redevelopment Area consists of approximately 25.1 acres of land in five parcels and is located in the 7800-8000 block of Olive Boulevard. This location is further identified on Page 5. It is advantageously located along one of the region's most prominent east-west arterials: Olive Boulevard. The site is within walking distance of several neighborhoods, which include single family dwellings as well as multi-family structures. It has excellent access to Interstate 170 and is located just minutes away from downtown St. Louis, Lambert International Airport, the Delmar Loop, Washington University-St. Louis, downtown Clayton, Forest Park and many other amenities. Other advantages include access to the qualified work force within University City and surrounding areas and a population committed to fueling the local economy. Additional information about the City of University City is found in Appendix A: City Context.



The developer will be responsible for the acquisition and consolidation of parcels. A comprehensive approach to the redevelopment of this area is sought. Proposals that include separate, but related developments will be considered. Successful proposals



should include unique architecture, extensive greenspace and landscaping elements, and pedestrian, bicycle and transit connections. The City encourages the use of Green Building Principles and flexible parking layout (located to the side/rear of the primary structure).

Appropriate City-wide development incentives, detailed below, will be considered.

- Tax Increment Financing (TIF) will normally only be considered to assist new development or rehabilitation projects with extraordinary costs on blighted commercial, residential or industrial and not exceed twenty-three years. The exception is as substitute for property tax abatement explained below.
- Projects in Comprehensive Plan target development areas where TIF is not available may apply for assistance with financing public improvement such as streets, sidewalks, lighting and landscaping. Assistance commensurate with first year project tax revenue increases will be considered.
- Property Tax partial abatement will be considered for projects anywhere in the City on a case by case basis. Property tax abatement is typically in the four to eight year range and only for property that is truly blighted, deteriorated and marked for redevelopment in the City's Comprehensive Plan. An equivalent subsidy amount through TIF may be considered if requested by developer as an alternative.
- For designated approved development projects the City prefers that the primary financial assistance sources include Special Business District (extra property tax); Neighborhood Improvement District (special assessment/property tax), Community Improvement District (added sales and property taxes), and/or Transportation Improvement District (added sales tax), subject to legal review.
- Where permitted by law, the City will assist in obtaining tax credits and/or lower interest financing if available at no cost to the City.
- Project completion assurance acceptable to the City must be furnished by developer. This should include at a minimum certification of financial ability and the developer's track record for project completion.
- All project should conform to objectives of the Comprehensive Plan, must demonstrate substantial tax revenue for City and Schools during the subsidy period as well as major increases at the conclusion of the subsidy. Projects should provide jobs for University City citizens.
- Attention should be given to avoiding revenue reduction to University City during acquisition/development phase. Tax aid shall have firm project start and end dates



as an incentive for prompt action with abatement reduced commensurate with project delay. Demolition of other than condemned buildings should take place as close as possible to initiation of construction activity.

- Eminent Domain may be used to complete parcel assembly of commercial or residential property in or immediately adjacent to most of the designated redevelopment areas listed in the Comprehensive Plan.

*Adopted October 1, 2007.*



## REDEVELOPMENT AREA INFORMATION

*Location.* The Redevelopment Area is located in the east-central portion of University City. The boundaries are defined as 81<sup>st</sup> Street to the west, Olive Boulevard to the north, residential properties on Glenside Place to the south, and Groby Lane to the east.

*Property description.* The Redevelopment Area is comprised of approximately 25.1 acres and five parcels. The parcels range in size from .7 of an acre to 17 acres.

Locator	Property Address	Year Built	Building Name	Parcel Square Feet
17K611000	7804 OLIVE BLVD	1990	WESTOVER CENTER	195891.8096
17K610889	7940 OLIVE BLVD	1976	VACANT	34629.60513
17K610944	7900 OLIVE BLVD	1989	VACANT	23328.49789
17K610890	7930 OLIVE BLVD	1967	ASIANA GARDEN	64770.69553
17K520623	8008 OLIVE BLVD	1970	VALUE CITY	776025.2905

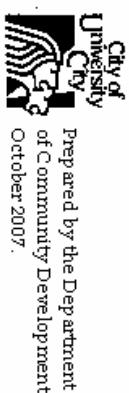
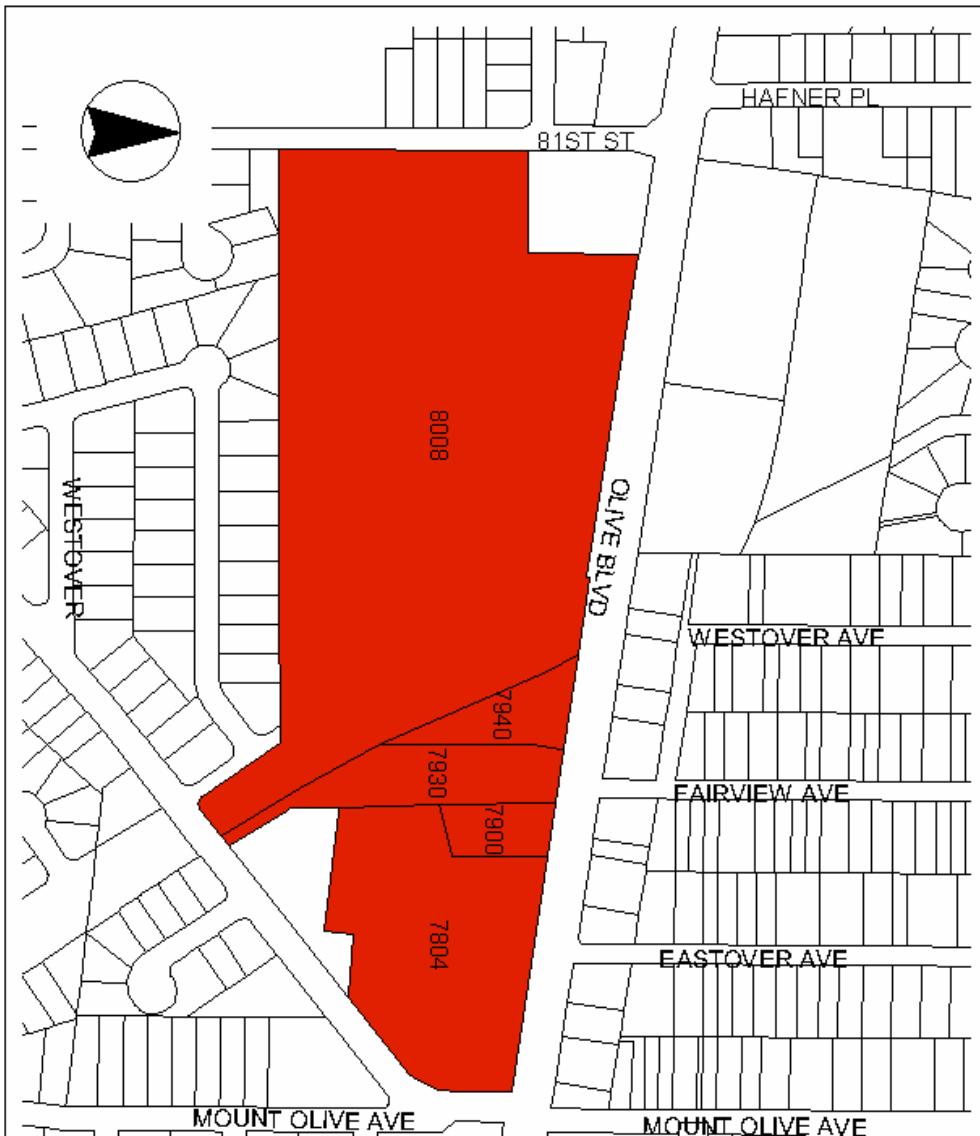
The land use is entirely commercial. Businesses currently located in the area include: Value City Site – Value City Department Store, Food for Less, Carpets, Flooring and More; Asiana restaurant, for rent restaurant; Westover Center -- Curves, Subway, Pizza Hut, Firestone, and others. The buildings and property conditions vary from good to fair, with many buildings being cited for property maintenance code violations. Many of the commercial developments lack adequate landscaping or are otherwise not aesthetically appealing. The businesses are exclusively auto-oriented; however a Metro bus shelter is located in front of the Value City site.

Reuse of buildings, rather than new construction has been the prevalent development activity. Over the past several years, some of the parcels/buildings have experienced a high degree of business turnover.



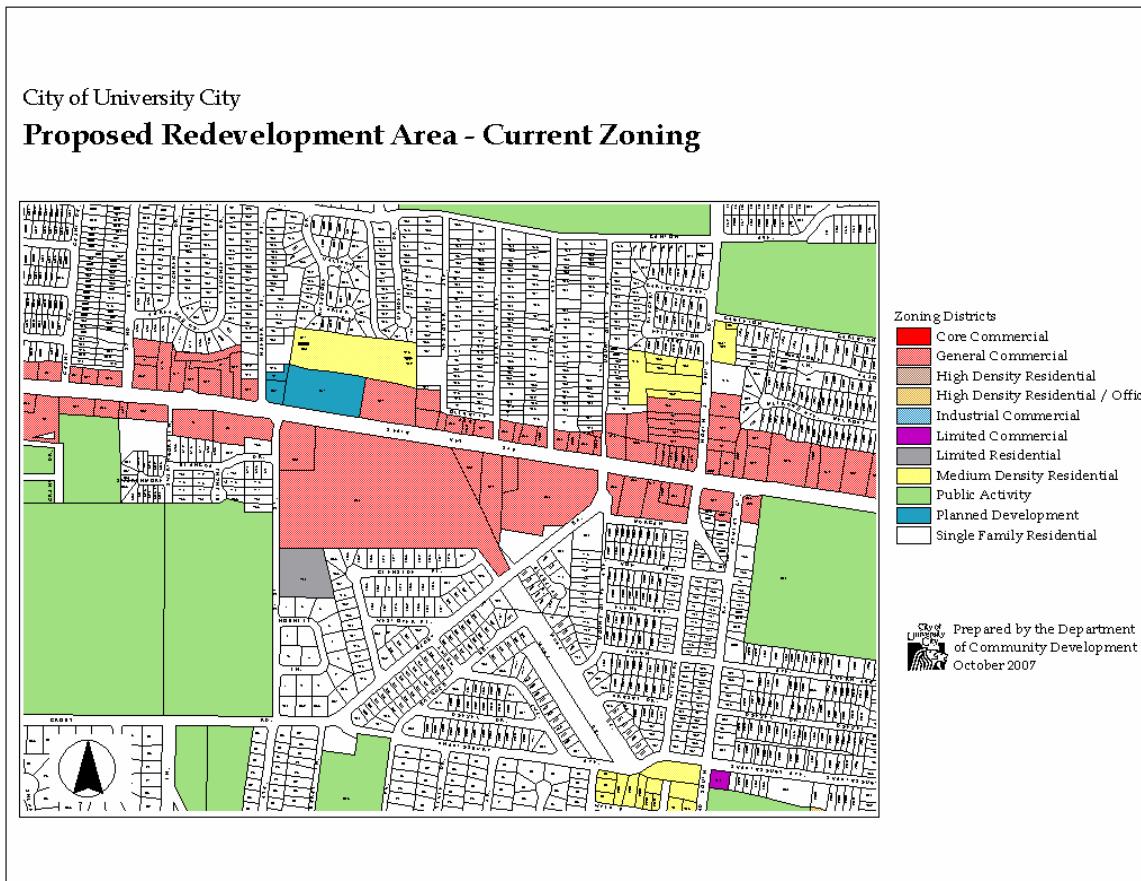
City of University City:

## Proposed Redevelopment Area



Surrounding land uses include single-family residential to the south, and commercial to the north, west and east.

The area is zoned GC- General Commercial. Zoning adjacent to and immediately around the subject area is depicted in the map below.



The parcels are under ownership by several individuals and the land transaction will be between the property owners and the developer. The selected developer will be required to submit a relocation plan for any displaced property owners. Olive Boulevard in University City is owned and maintained by the Missouri Department of Transportation. Proper coordination with this agency is required.

The area is served well by major transportation routes. Olive Boulevard is a major arterial that traverses through University City, from the City of St. Louis to the east to the City of Olivette to the west. Forming a western border of the City and less than a mile from the study area is Interstate 1-170. This highway links the City to other portions of the St. Louis metropolitan area.



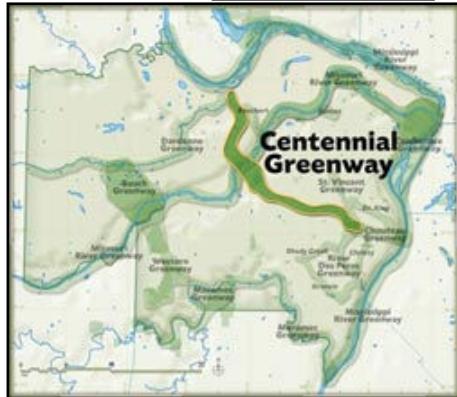
*Recent planning efforts and projects.* Over the past several years, the City and its partners have undertaken many efforts to enhance the streetscape environment of Olive Boulevard. With the assistance of a federal grant, the City has made extensive streetscape improvements such as pedestrian level lighting, landscaping, benches and shelters placed at bus stops and sidewalk improvements. Planned bicycle routes, a joint project of the City and the Great Rivers Greenway



District, will link the City with adjacent communities. Design guidelines for Olive Boulevard are currently in the development phase, with planned completion for February 2008. In addition, a voter approved Economic Development Retail Sales tax adopted in August 2006 adds ¼ of 1% of all retail sales tax and approximately \$550,000 annually. A portion of this tax is earmarked for Olive Boulevard improvements.



The Olive/I-170 interchange is currently being reconstructed by the Missouri Department of Transportation (MODOT). The project consists of relocating the interchange, widening the ramps to and from the interstate, and widening Olive Boulevard under I-170. This project, which will reduce congestion in the area, is expected to be complete in late 2007.



*Source: Great Rivers Greenway District*

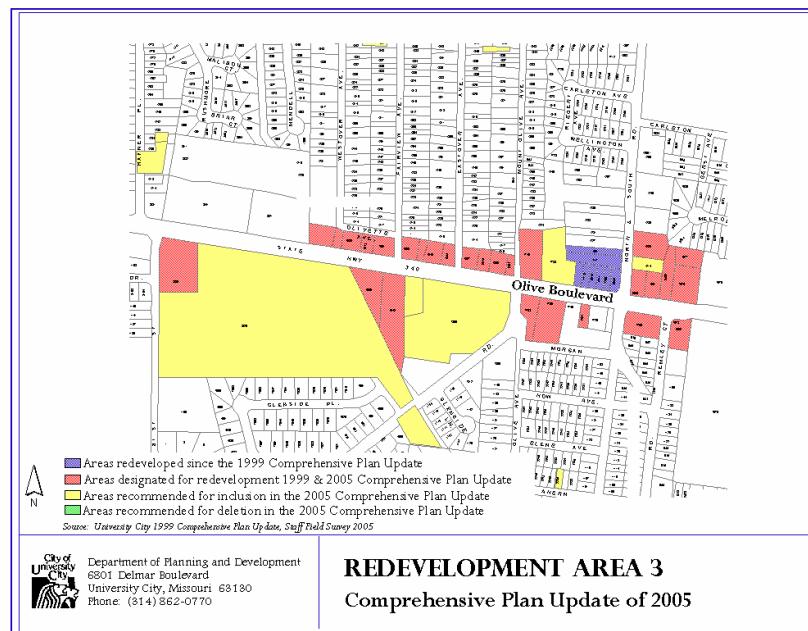


## REDEVELOPMENT GOALS AND OBJECTIVES

*Comprehensive Plan Update of 2005.* In 2006, the City of University City adopted the Comprehensive Plan Update of 2005 (Plan). The Plan is an official policy document of the City and provides a concise statement of the City's policies for future development and redevelopment within the City.

The Plan, which included extensive public input, identified the redevelopment of Olive Boulevard as a priority. The Plan designates most properties along Olive Boulevard as being in a redevelopment area. Properties with this designation are given priority for City-wide development incentives. The Plan also established a proposed land use plan for the City.

Recognizing the development pressures of the properties in along Olive Boulevard, the City included several parcels in a redevelopment area. Parcels in the Redevelopment Area of this RFP are included in Redevelopment Area 3 of the Comprehensive Plan Update of 2005. The overall concept for the Redevelopment Area is a small scale multi-story, mixed use urban development. Strip mall development is discouraged. The mix of uses desired includes commercial, office, restaurant, and other market-driven uses. Job creation is also strongly desired as a direct outcome for the Redevelopment Area.



While a number of uses may meet the goals and objectives outlined above, the City encourages a redevelopment approach that provides a balance between national chains and locally/ independently-owned businesses.

The redevelopment project must meet the goals, objectives and recommendations of the City's Comprehensive Plan Update of 2005.



## **SUBMISSION REQUIREMENTS**

Twenty five (25) copies and one (1) electronic copy of all redevelopment plan proposal documents must be submitted. The Department of Community Development will record the name, address and telephone number of each developer, and the time and date each redevelopment proposal was received. A receipt noting this information will be provided to each submitting party.

### **A. Team Qualifications**

1. Provide the name, address, telephone numbers, and e-mail addresses of the development team. Identify the principal individual(s) within the development team authorized to serve as the spokesperson for the team.
2. Identify and describe any relationship the development team may have with subsidiaries, joint venture partners, or others who are significant to the project.
3. Provide documentation demonstrating that the development team is qualified to undertake the proposed project, including:
  - Resumes of key development team members, including architectural team members;
  - Experience completing projects similar to the redevelopment concept; and
  - Experience with public/private development.
4. Provide examples of prior projects competed by members of the development team that demonstrate high-quality architectural and urban design relevant to the Redevelopment Area. Include as much of the following information as possible: site plans, images of completed projects, total development cost, total building area by use, role in project, financing structure and development partners.

### **B. Redevelopment Concept**

1. Provide a description of the redevelopment concept including identification of the properties involved, proposed scale and mix of uses. Describe how the concept meets the urban design, active uses, and development objectives for the Redevelopment Area.
2. Provide, at a minimum, the following design information in schematic form;
  - Site Plan
3. Provide birds eye view perspectives of various locations depicting the concept for redevelopment.
4. A traffic circulation plan.



5. Access/ingress plan from Olive Boulevard (state-owned road).
6. Identify any interested tenants, if appropriate.

C. Timeliness and Market Feasibility

1. Describe the preferred property acquisition strategy.
2. Provide a preliminary schedule for development of the proposed project, which addresses, at a minimum, preparation of plans, project plan approval dates, commencement of construction, construction milestones, and completion of construction. The schedule should provide for development in a logical and expeditious manner.
3. Describe the appropriateness of the proposed development concept relative to local market conditions.

D. Financial Capability

1. Provide a preliminary financing strategy for the redevelopment concept including preliminary identification of equity and debt sources.
2. Demonstrate previous experience with financing similar developments in urban areas.

E. Public Benefit

1. Describe how the redevelopment concept will enhance the Olive Boulevard corridor.
2. Describe the level of public assistance requested for the proposed project.
3. Describe benefits in terms of financial return to the city and potential jobs created.

*Submittal schedule.* Redevelopment proposals must be in accordance with this RFP and be received in the office of the Department of Community Development, 6801 Delmar Boulevard, University City, Missouri 63130 no later than **5:00 p.m. January 7, 2008**. Interested parties may contact Lehman Walker, Director of Community Development at (314) 505-8500 for further information regarding this request.



## EVALUATION OF RESPONSES

The Selection Committee will review each of the development proposals received for completeness and adherence to the RFP. Following the initial review, some or all of the respondents may be interviewed or contacted to provide clarification or amplification of the material submitted.

Developers who submit proposed development plans must adhere to the goals and objectives of the Comprehensive Plan Update of 2005. The City places a high value on the following factors, in no particular order of importance:

- A track record of completing sustainable, dynamic redevelopment projects.
- Superior architectural and urban design skills.
- Incorporation of elements that contribute to an inviting pedestrian environment. These include but are not limited to characteristics such as prominent entries facing public streets, covered walkways, street crossings, and public art.
- Efficient use of the development area, green building features such as Leadership in Energy and Environmental Design (LEED) standards.
- Projection of a reasonable time line for development.
- Understanding of market potential for the proposed concept.
- Efficient use of public resources.

The Selection Committee will conduct a fair and impartial process for the selection of a developer(s) based upon satisfaction of the development objectives in this RFP.

The Selection Committee may elect to reject all responses.



## OTHER INFORMATION

The development objectives listed in the RFP will be used for evaluation of the qualifications of the team, demonstrations of past performance, and the quality of the proposed concept. All or part of the objectives may or may not be implemented in the final agreement with the chosen developer(s). The Selection Committee reserves the right to negotiate details within the objectives after acceptance of the proposal and prior to the final agreement.

The Selection Committee also reserves the right to modify the selection process including extending the timeline for responses or other aspects of this development offering, at its sole discretion.

The Selection Committee reserves the right to accept responses to the RFP, even if the respondent has not submitted all information referenced in the RFP.

The Selection Committee reserves the right to reject all submittals in response to the RFP without cause.

The Selection Committee retains the sole responsibility to determine the timing, arrangement, and method of proposal presentations throughout the selection process. Respondents are cautioned not to undertake any activities or actions to promote or advertise their proposal except in the course of authorized presentations.

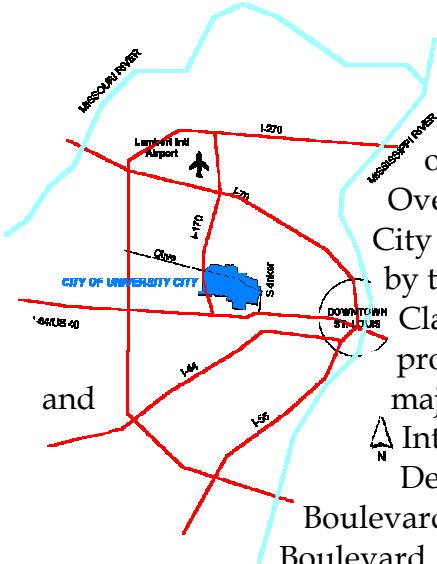
All facts and opinions stated in the RFP and all supporting documents and data are based upon information available from a variety of sources. No representation or warranty is made with respect thereto.



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## APPENDIX A: CITY CONTEXT





Located in the St. Louis, Missouri Metropolitan region, University City lies at the western edge of the City of St. Louis. University City is bordered to the north by the cities of Wellston, Pagedale, and Overland; to the west by the City of Olivette; and to the south by the cities of Ladue and Clayton. Regional access is provided by several interstates and major arterials, including Interstate 170, Interstate 64, Delmar Boulevard, Olive Boulevard, Hanley Road and Midland Boulevard. Delmar Boulevard was recently designated one of ten "Great Streets in America" by the national American Planning Association.

University City is a vibrant community of about 40,000 people and is known for its diversity and unique assets - an eclectic mix of commercial activities, historical architecture and contemporary construction, cultural and recreational opportunities, and fantastically diverse residents.

Six square miles comprise the City's total land area. The City is essentially built-out and completely surrounded by established municipalities. University City is a predominantly residential community, with 93% percent of land uses devoted to residential. Commercial activities make up about 3% of the land area and are concentrated on Olive and Delmar

boulevards.

*Housing.* One of University City's most attractive features is the outstanding housing stock, including impressive new construction, affordable bungalows, and historic stately mansions. Single-family residential, condominium units and apartment dwellings are found in the City and meet a range of housing needs. All are in close proximity to parks, shopping areas and restaurants.

*According to the American Planning Association, "We're excited to select Delmar Loop as one of this year's Great Streets. This street shows all of the benefits and value that occur when citizens, business owners and city leaders work together to create an area that is unique and has a strong sense of place."*

October 2, 2007



*Retail, arts and entertainment.* University City offers a full array of restaurants from fine dining to trendy eateries and fast food restaurants. For nightlife, establishments offer pleasant, intimate surroundings, high energy music and live entertainment. A movie theater offers a fine selection of art, foreign, and limited release films.

Specialty shops – contemporary furniture, unique jewelry, stylish home accessories, novelty items, “hip” clothing, crafts from around the world and more – draw patrons of all ages from around the region to shop in University City.

University City offers a variety of cosmopolitan cultural activities including visual and performing arts classes offered at the Center for Cultural Arts; visual arts classes at Craft Alliance; music lessons and classes at Webster University Symphony Music School and more. Works of local and international artists in various media are exhibited in several art galleries. Metro Theater Company, a professional touring theater company, develops and performs new and original works. The University City Public Library also hosts art exhibits, public lectures, poetry readings and a variety of programs. A 55-piece volunteer orchestra, U City Symphony Orchestra, offers concerts from September to May.

*Commercial office.* Office space is located throughout the City. Major office development is located at the intersection of I-170 and Delmar Boulevard, while smaller office developments are located at major intersections along Olive and Delmar boulevards. A variety of services occupy these spaces from medical professionals to real estate brokers.





