

**CITY OF BIRMINGHAM
INNOVATION & ECONOMIC OPPORTUNITY
710 NORTH 20TH STREET
BIRMINGHAM, AL 35203-2227
(205) 254-2265**

FEBRUARY 25, 2019

#: 003

**THE INVITATION TO BID FOR THIS SOLICITATION IS HEREBY AMENDED OR
CLARIFIED
AS SET OUT BELOW.**

TO: All Prospective Bidders

The Invitation to Bid for “**RAMSAY MCCORMACK BUILDING**” is hereby amended or clarified as outlined in the following manner:

The RFP has been re-written in total to clarify goals and submission requirements. All relevant information is contained herein.

Receipt of acknowledgment for this addendum is required by signing and returning with your bid response.

ACKNOWLEDGED:

BIDDER: Company: _____

Address: _____

Phone No: _____

Authorized by: _____
(Signature & Title)

Date: _____

Contents

REQUEST FOR DEVELOPMENT PROPOSALS (RFP)	4
Introduction and Goals	4
Vision for Success	5
General Information on the Ramsay McCormack Site	5
Additional Provisions	6
Timeline	6
Site Description	7
PLANNING CONTEXT	7
Public Input	7
Project Development Goals	8
PUBLIC FUNDING	8
Ramsay McCormack Development Tools	9
Neighborhood Revitalization	9
Project Information	9
Proposal Submission Structure	10
Selection Criteria	10
Legal Information	11
Appendix A	13
Background Information	13
Appendix B	15
Ramsay McCormack Site	15
Jefferson Health Site	15
Former Precinct Site	15
Cotton’s Site	15
Appendix C	16
RFP Summary Page	16
Appendix D	19
Project Sources and Uses of Funds	19
Appendix E	20
Supplemental Documents	20
Appendix F	21
Support for Project Goals	21

REQUEST FOR DEVELOPMENT PROPOSALS (RFP)

**Ramsay McCormack
Ensley Neighborhood, Birmingham, AL 35218
508 19th Street Ensley**

RFP released: February 25, 2019

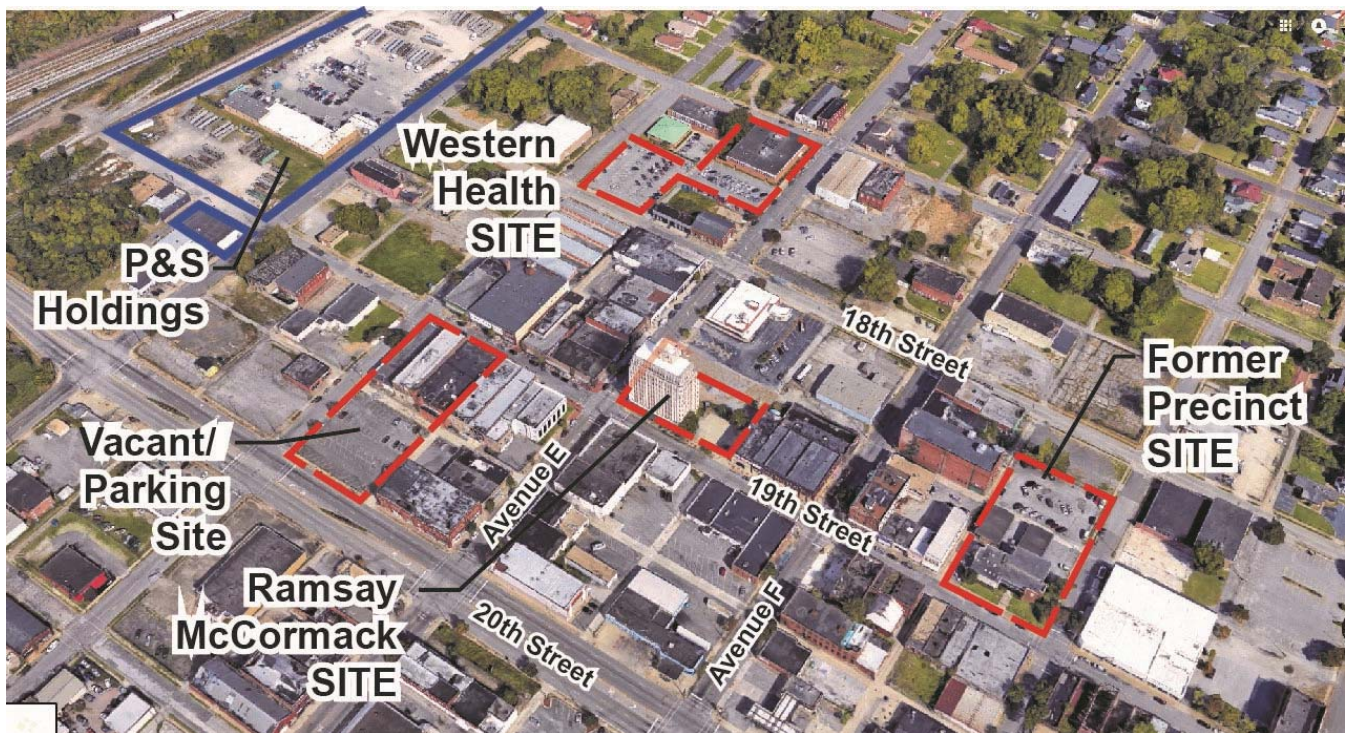
RFP Q&A Meeting: March 15, 2019

Proposal Due Date: April 12, 2019

Selection Announcement: May 10, 2019

City Approvals / Negotiations & Closing date set by – July 12, 2019

Project Start – Summer 2019



Introduction and Goals

The City of Birmingham is seeking developers and/or development teams (the “Developer”) to submit proposals for the acquisition and redevelopment of the Ramsay McCormack Building (the “site”) in the Ensley Neighborhood of the City of Birmingham. This RFP has been substantially amended to provide the following:

- Additional parcels of land for expanded scope consideration by Developer
- Clear and simplified outline of the RFP submittal and selection process

- Additional information on the physical conditions and estimates for repair as conducted by the City, for Developer’s use
- Stated tools and incentives that the City can offer to selected Developer and other tools the City is positioned to help adjacent property owners use, in order to spur additional development in the historic commercial district

The goal of this RFP is to select a Developer with clear capacity to redevelop this key site, and potential additional sites, into a catalyst that drives growth around the property. Across multiple phases, this mixed-income, mixed-use development approach will transform the historic Ensley Commercial Business District into a thriving and diverse economic engine for the western side of Birmingham, activating retail and residential development in the surrounding area and enhancing adjacent residential neighborhoods. We expect the development of this site to occur over multiple phases with a clearly defined timeline, setting the direction for new growth in the Ensley neighborhood. Planning principles and a set of site development guidelines in keeping with the City’s adopted Comprehensive Plan, the Pratt Ensley Area Framework Plan and previous Ensley Neighborhood plans are to be incorporated into the project. Conveyance of the property will occur only when the proposed project has secured City Council approval, project financing and land use approvals. Such approvals must be secured within six months of project award to Developer.

The Ramsay McCormack building is a contributing structure to the Downtown Ensley historic district and is on the National Register of Historic Places. The building is eligible for both Federal and State Historic Tax Credits. Additional funding sources such as LIHTC, New Market Tax Credits, and local funding sources such as City of Birmingham incentives may be solicited, but are not guaranteed to support the project unless stated herein. Potential city incentives are listed herein.

Vision for Success

The Ramsay McCormack building is fully redeveloped as a multi-use building that supports jobs for the community and brings new users (residents and/or employers and employees) into the historic commercial district of Ensley. The building will spur the growth of neighborhood businesses, creating wealth through entrepreneurship, while stimulating, supporting and connecting to other large-scale and infill development opportunities (both residential and commercial) in the historic commercial core and across Ensley as a whole. The completed project and development process is INCLUSIVE, EQUITABLE and supports WOMEN AND MINORITY-OWNED BUSINESS growth, as well as LOCAL workers and LOCAL firms where possible. The city is looking for development plans from developers or developer teams (the “Proposer”) to meet these goals to define a mutually agreed-upon agreement for re-development.

The City of Birmingham reserves the right to award portions of the site to multiple Developers or to award the entire site to a sole Developer depending on the development proposed by the respondents.

General Information on the Ramsay McCormack Site

Parcel IDs: 22 00 31 3 017 004.000 and 22 00 31 3 017 003.000
Location: Ensley, City of Birmingham
Council District: 9
Councilperson: Councilor John R. Hilliard
Total Acreage: .45 Acres
City Zoning: C-B3
Preferred Reuse: Mixed-Use Development

Sales Price:

Price offered for the land is one factor in the overall quality and competitiveness of Developer's proposal. The most recent tax assessment valued the building at roughly \$300,000 for the two parcels, assuming the vacant historic building remaining on the site. The City of Birmingham is open to contributing the value of the building and land to the project as one of the concessions to incentivize a development.

Additional Parcel information is provided in Appendix B.

Additional Provisions

1. The City reserves the right to:
 - a. Modify, waive, or otherwise vary the terms and conditions of this RFP at any time, including but not limited to, the date schedule and proposal requirements;
 - b. Waive irregularities in the proposals;
 - c. Reject or refuse any or all proposals;
 - d. Cancel and withdraw this RFP at any time;
 - e. Negotiate with any or all Proposers in order to obtain terms most beneficial to the City; and
 - f. Accept the proposal which, in its sole and absolute discretion, best serves the interest of the City.
2. Information included in this RFP regarding the Property is believed to be reliable; however, interested parties should rely on their own research and experts for counsel.
3. The City will not pay any costs associated with the preparation, submittal, presentation or evaluation of any proposal.
4. Proposer and its employees, agents, contractors, and representatives are prohibited from lobbying City Council, the Mayor, and City staff, relative to Proposer's proposal or this RFP until the RFP selection and award processes have been completed. Non-compliance with this provision may result in disqualification of Proposer from consideration. Notwithstanding the foregoing, this provision shall not prohibit Proposer from providing public comment in accordance with applicable laws and City policies at public meetings where public comment is permitted.
5. The final proposed agreement will be subject to approval by the Council of the City of Birmingham.
6. Selection of a proposal will not create any rights on the Proposer's part, including, without limitation, rights of enforcement, equity or reimbursement, until after all required government approvals received, the Agreement and all related documents are fully approved and executed.

Primary Contact and City of Birmingham Project Manager:

Dr. Josh Carpenter, Director, Department of Innovation and Economic Opportunity
Ramsay.McCormack@birminghamal.gov

Timeline

RFP released: February 25, 2019

RFP Q&A Meeting: March 15, 2019

Proposal Due Date: April 12, 2019

Selection Announcement: May 10, 2019

City Approvals / Negotiations & Closing date set by – July 12, 2019

Project Start – Summer 2019

Site Description

The Ensley community - and in particular, the commercial business district - is one of Birmingham's most historic districts. In the heart of this historic district, the city owns the Ramsay McCormack Building. Located at the corner of Avenue E and 19th Street, the building anchors the commercial business district in Ensley while a vacant lot sits adjacent on Avenue E. The proposed development site is comprised of two parcels, with the entire area is approximately .45 acres.

Completed in 1929, the Ramsay McCormack building, also known as the Bank of Ensley building, is a 10-story, 144-foot-tall, art-deco style office tower designed by architect Brooke Burnham. The building is an icon in the community, as it is the only high-rise structure on the west side of the city. Investment partners Erskine Ramsay and Carr McCormack of the Ramsay-McCormack Development Company announced the project in 1926 as a 6-story, \$200,000 office building but later expanded it during construction. Its corner lot was the former site of the Ensley Hotel and the Fields and Goodwin Drug Store. The building is beautifully detailed with brick, granite and terra cotta on the exterior, while the interior lobby on the ground floor has marble floors, walls and a barrel-vault coffered plaster ceiling.

The site is currently zoned C-B3. The link for the City of Birmingham's Zoning Map is [here \(GIS Map\)](#). Dialogue with the City's Zoning Department will need to take place early on in the development process. The City of Birmingham representatives will be available to participate in those preliminary zoning discussions. Any Developer submitting a proposal is required to tour the site and become familiar with the existing conditions. All current development reports are included as attachments.

PLANNING CONTEXT

The City of Birmingham has invested heavily in planning in the Ensley and surrounding neighborhoods in the past few years, having just completed an update to the City's Comprehensive Plan and a framework plan specifically focused on the Pratt Ensley community. The planning context underlines the importance of the Ensley neighborhood and the Ramsay McCormack building. Strong proposals will reference specifics from the following plans and principles in the delivery of their projects:

- Pratt Ensley Framework Plan
- City of Birmingham Comprehensive Plan

Public Input

In light of the project goals related to inclusivity, community engagement and support for the proposed redevelopment is of primary importance to the City of Birmingham. A public input meeting was held in the Ensley community on August 9, 2018 to discuss the proposed redevelopment. Three questions were posed to the 50 or more residents who attended. A summary of the responses is incorporated below in the project development goals.

1. What do you love most about Ensley? Most popular among the responses were the history and culture of the community, convenience to downtown and the people.
2. What is missing in Ensley? Most popular among the response were grocery stores, sit-down restaurants and small businesses.
3. What do you think will work in Ensley? Most popular among the responses were municipal offices, and affordable housing.

A survey with these questions was also shared with the community, and a total of 225 unique responses were received. The survey responses align with the goals of the project as stated herein, including mixed-use and small business growth.

Project Development Goals

To achieve the City's vision for success, physical development of the site will apply some or all of the following uses and planning principles in a comprehensive project that positively impacts the Ramsay McCormack site and adjacent parcels, while spurring growth in the larger neighborhood:

- Historic Preservation of the building (*an essential component to all successful proposals*);
- Activate the ground floor as retail or an amenity that generates foot traffic and visible activity on 19th Street (*an essential component to all successful proposals*);
- Promote community services and amenities;
- Improve Ensley's business environment and create job opportunities (*an essential component to all successful proposals*);
- Boost affordable retail, restaurants and neighborhood services and/or conveniences;
- Highlight Ensley's cultural and arts history;
- Support Complete Streets and the enhancement of the primary and secondary street network to support a walkable district; and
- Adopt a shared parking strategy to minimize at-grade parking lots and preserve the historic fabric of the district (*an essential component to all successful proposals*).

PUBLIC FUNDING

The City of Birmingham is firmly committed to assisting the Developer and surrounding property owners access, solicit and secure funding to fulfill the programmatic goals of successful proposals and promote transformation of the community as a whole. The City recognizes the cost of redevelopment of the Ramsay McCormack building is likely cost-prohibitive as a stand-alone project. Therefore, the City supports the Developer's submitting a larger development plan to 1) create a financially feasible deal, 2) create enough new economic activity to spur overall growth of the district, and 3) undertake the redevelopment over multiple phases. While the City's capacity to contribute to the deal has limits, the City is willing to negotiate with the selected Developer within the bounds of the City resources lists below; even so, it is expected that the Developer will create a development deal that can be funded primarily by private sector and other sources beyond the City of Birmingham. It is also expected that the Ramsay McCormack building will remain the central feature in any larger development plan proposed.

The following is a matrix of tools and sources that will be available to the Developer for redevelopment of the Ramsay McCormack site and adjacent parcels that support a larger development vision. On a smaller scale, certain of these resources could be available to nearby property owners in Ensley to advance development goals. Developers can choose to include these tools in developing their proposals, in order to create a more financially feasible and visibly impactful development plan.

<p><u>Ramsay McCormack Development Tools</u> – additional parcels and data that can be considered to promote a broader development plan</p>
<p>1. The City has included a listing of additional sites and buildings that can be considered in the redevelopment of the Ramsay McCormack site or may be utilized to support a larger development plan in the historic Ensley commercial district. Please see Appendix B for property listings and a map of the available development opportunities.</p>
<p>2. The City of Birmingham has provided additional building data on the Ramsay McCormack building, including typical floor plates, dimensioned drawings, and environmental certifications with an estimate of renovation costs for each Developer to use in determining their scope. This information is provided solely for informational purposes only; the City of Birmingham does not guarantee its accuracy.</p>
<p>3. The City of Birmingham will negotiate with the selected Developer to contribute significant resources to the required infrastructure costs in the public Right-Of-Way and will participate in the development of those public elements. Final approval and amounts contributed will be determined with City Council approval during the negotiating process.</p>
<p>4. The City of Birmingham will consider a donation of the Ramsay McCormack site to the project if this concession is needed to support the project. Final approval and amounts contributed will be determined with City Council approval during the negotiating process.</p>
<p>5. The City of Birmingham will negotiate with the selected Developer to lease up to two floors in the building for city use, if this is complementary to the Developer’s vision for the building. Final approval and amounts contributed will be determined with City Council approval during the negotiating process.</p>
<p>6. The City of Birmingham will also consider revenue sharing for new retail developments associated with proposed development projects.</p>
<p>7. The City of Birmingham will evaluate tax abatements for sales tax on construction materials with the Industrial Development Board.</p>
<p>8. The City of Birmingham, along with its partners at the Jefferson County Commission, may evaluate additional incentives to spur creative development in Ensley.</p>
<p>9. The Developer will receive the benefits associated with the city’s “fast track permitting process” to facilitate development.</p>
<p><u>Neighborhood Revitalization</u> – For use on other, complementary projects in the Ensley historic commercial district</p>
<p>1. The City will contribute up to \$400,000 in façade improvement funding in matching funds to nearby existing property owners to support exterior renovations on adjacent and nearby properties in the historic commercial district. Final approval and amounts contributed will be determined with City Council approval.</p>
<p><u>Project Information</u> – Additional projects underway in the Ensley community that will contribute positively to the overall growth and development of the district and contribute to the success of the Ramsay McCormack redevelopment.</p>
<p>1. P&S Transportation – P&S Transportation, located just a few blocks from Ramsay McCormack and the area’s largest employer, is in the process of adding an additional 200 jobs to their Ensley offices. These jobs are slated to provide \$50,000 or more per job. The acquisition of additional properties to build new offices in the area is also proposed.</p>
<p>2. The City of Birmingham will consider the extension of the Bus Rapid Transit Line’s planned stop in Five Points West to offer an additional transit node in downtown Ensley, providing new transit service to the community to support job and community growth as well as offer support for additional resources via transit oriented development grants.</p>

Proposal Submission Structure

- **All responses should be delivered within 15 pages. All applicants must submit the following forms:**
 - **Appendix C – RFP Summary Page**
 - **Appendix D – Sources and Uses**
- Eight (8) paper copies plus one (1) electronic version or flash drive containing one (1) PDF file should be sent to:

Josh Carpenter, Director

Ramsay.McCormack@birminghamal.gov

City of Birmingham Department of Innovation & Economic Opportunity

710 North 20th Street

Birmingham, Alabama 35203

All responses should include the attached RFP Summary Page ('Exhibit C') as the cover page. This page should be fully completed by the Developer. **ALL RESPONSES MUST BE RECEIVED BY April 12, 2019 at 5pm (CST) FOR CONSIDERATION.** Late responses will not be reviewed.

Information submitted including attachments, supplementary materials, addenda, etc. will not be returned.

Selection Criteria

A Developer will be selected based on, but not limited to, the following criteria:

1. Submission of completed forms in Appendix C & D (required);
2. Capability to achieve the objective outlined in the Goals of the RFP;
3. Experience completing similar redevelopment projects in an urban neighborhood;
4. Demonstrated capacity to attract and secure funding;
5. Magnitude of investment in the site, as it pertains to the project's impact and scale;
6. Experience and ability to assemble a team with the appropriate specialties for a project of this size and scope;
7. Capability to achieve the planning principals and site guidelines;
8. Capability to achieve the goals outlined in the RFP;
9. Demonstration of commitment to community participation and interaction for the project and experience with community engagement in previous projects; and
10. Commitment to Minority/Women Owned Business Enterprise participation and a focus on local workforce development.

A Developer will be recommended to the City of Birmingham Mayor's Office by an RFP Selection Committee based on the overall quality of the proposed project. The City of Birmingham does not sell land for speculative purposes; any such proposal to acquire and hold the land with construction to occur when and if it is successfully marketed will be rejected. The evaluation of the Developer's qualifications, experience and capacity will be based upon information in the proposal submitted by the Developer, interviews, investigation of projects completed by the Developer, assessment of performance in previous undertakings, and other pertinent factors. The City of Birmingham will follow a Disposition Process, which includes significant design review and construction oversight. The Developer will be a key member of a broader Economic Development Task Force in Ensley, designed to provide a comprehensive economic development plan for the broader area, including representation from local merchants, the City, Regions Bank, US Steel, and others.

The City of Birmingham also reserves the right to reject any and all submissions.

Legal Information

The City of Birmingham shall have the right to verify the accuracy of all information submitted and to make such investigation as it deems necessary to determine the ability of a prospective Developer(s) to perform the obligations in the response. The City of Birmingham in its sole discretion reserves the right to reject any response when the available evidence or information does not satisfy the City, that the prospective Developer(s) is qualified to carry out properly the obligations of the response; is a person or firm of good reputation or character for strict, complete and faithful performance of business obligations; or if the prospective Developer(s) refuses to cooperate with and assist the City in the making of such investigation.

1. Inspection of Parcel:

- a. Developers shall be given an opportunity to inspect the property and the title to the property, among other things. If the Developer is selected and elects to proceed after exercising its due diligence, it shall acquire or take possession of the parcel(s) in "AS-IS" CONDITION, unless otherwise agreed to by the City of Birmingham in its discretion, in a Development Agreement.

2. Building Permits, Zoning Variances and Financial Viability:

- a. The sale of the property in no way guarantees or warrants grading permits, building permits, zoning variances or financial viability. The City of Birmingham reserves the right to refuse to sell the property until a Developer is able to obtain all necessary permits.

3. Disclaimer of Liability:

- a. Developer(s) acknowledges by submitting information and proposals to the City of Birmingham that the City does not undertake any obligations, and shall have no liability with respect to the development program, this RFP, and responses thereto, nor with respect to any matters related to any submission by a Developer(s).

4. Minority/Women Owned Business Enterprises (M/WBE) Requirements:

- a. All Developers must demonstrate a good faith effort to obtain minority and women owned business participation in the project, such as through design or legal services as well as construction contracts and purchases. The successful applicant will be required to submit a M/WBE plan as part of the project approval process.

5. Sustainability Requirements:

- a. All Developers must demonstrate a good faith effort to incorporate environmentally sustainable features and practices into their development plan. The successful applicant will be required to submit a sustainability plan as part of the project approval process.

6. The Developer:

- a. The Developer for itself and its employees, contractors, and primary subcontractors, agrees not to discriminate against or segregate any person or group of persons on any unlawful basis in the construction, sale, transfer, use, occupancy, tenure or enjoyment of the property or any improvements erected or to be erected thereon, or any part thereof.

7. The City

- a. The Selection Committee shall be comprised of City representatives and will give the Mayor's Office its recommendation for the Developer for the project. The City will retain the right to be the sole judge as to which proposals best meet the selection criteria. Notwithstanding anything in this RFP to the contrary, the City reserves the right to reject any or all proposals received, to waive any submission requirements contained within this RFP, and to waive any irregularities in any submitted proposal.

8. Receipt

- a. To ensure receipt of any addenda to the RFP, please email Josh Carpenter for inclusion on the Interested Bidder List at Ramsay.McCormack@birminghamal.gov.

Appendix A

Background Information

History of Ensley¹

Colonel Enoch Ensley acquired significant property in Jefferson County in the early 1880s by purchasing the Pratt Coal and Coke Company, the Alice Furnace Company, and the Linn Iron Company. Joined by Alfred Shook and T. T. Hillman, he was able to effect a merger with TCI which made him president of the company on December 8, 1886. It was on TCI's behalf, then, that Ensley began laying out what he planned to become "the great industrial city of the nation".

Construction of the Ensley Works, with four huge blast furnaces being erected simultaneously, began in 1888. The last of the four went into blast on April 4, 1889, completing what was, at the time, the largest group of steel furnaces in the world. The rapidly-growing industrial development of Ensley produced a sharp demand for workers' housing and retail shops and services, as well as churches, meeting houses and schools for their families. Before 1898, only a few cottages and a small row of commercial buildings had been erected. That year saw the construction of over 400 new houses built in tandem by TCI and the Ensley Land Company. The new city was formally incorporated on February 12, 1899 with Nimrod Scott as Mayor. By 1901 there were more than 10,000 residents living in and around Ensley. By 1910, the U. S. Postal Service estimated the community's population at 20,000 to 25,000.

In 1910, the City of Birmingham annexed Ensley and other close-in neighborhoods. However, the annexation did not remove Ensley's sense of itself as the community continued to promote itself as having a "backbone of steel" and a bustling downtown which drew shoppers, diners and dancers from the whole west side of the county. A 1926 silent film, *Men of Steel* was filmed in Ensley and premiered at the city's Franklin Theatre. In 1929, Erskine Ramsay and partner Carr McCormack replaced the small Bank of Ensley with the towering 10-story Ramsay-McCormack building at the heart of the city's business district. Tuxedo Junction, an area where several streetcar lines crossed, became a well-known entertainment district, made world famous by Erskine Hawkins' 1939 hit tune of the same name.

The furnaces burst back into operation as demand for steel increased in advance of World War II. After the war, though, many workers moved away from Ensley, able to afford new suburban houses and to get to work by automobile. Downtown Birmingham vied with the suburbs to attract shoppers from a wider area with lavish commercial displays. Downtown Ensley never resumed the bustle of the 1920s. Over the course of the next decades U. S. Steel concentrated its operations at the Fairfield Works and eventually shut down the Ensley Works in stages between 1975 and 1979.

In 1970, Ensley had more than 18,700 residents. By 1990, that number had declined to 5,976. The 2009 estimate for the area's population is 4,032. Over that period, numerous efforts have been made, with marginal success. The redevelopment of the Tuxedo Court public housing complex into Tuxedo Terrace improved housing options. The redevelopment of the nearby Alabama State Fairgrounds into the Birmingham CrossPlex and the current redevelopment of the adjoining land has and will continue to increase visitors, jobs and economic activity in the larger vicinity. While this growth has not yet reached downtown Ensley, a sense of momentum is building around the historic district's potential, particularly evidenced by recent investment by a group of local investors and the plans of P&S Transportation to expand and increase

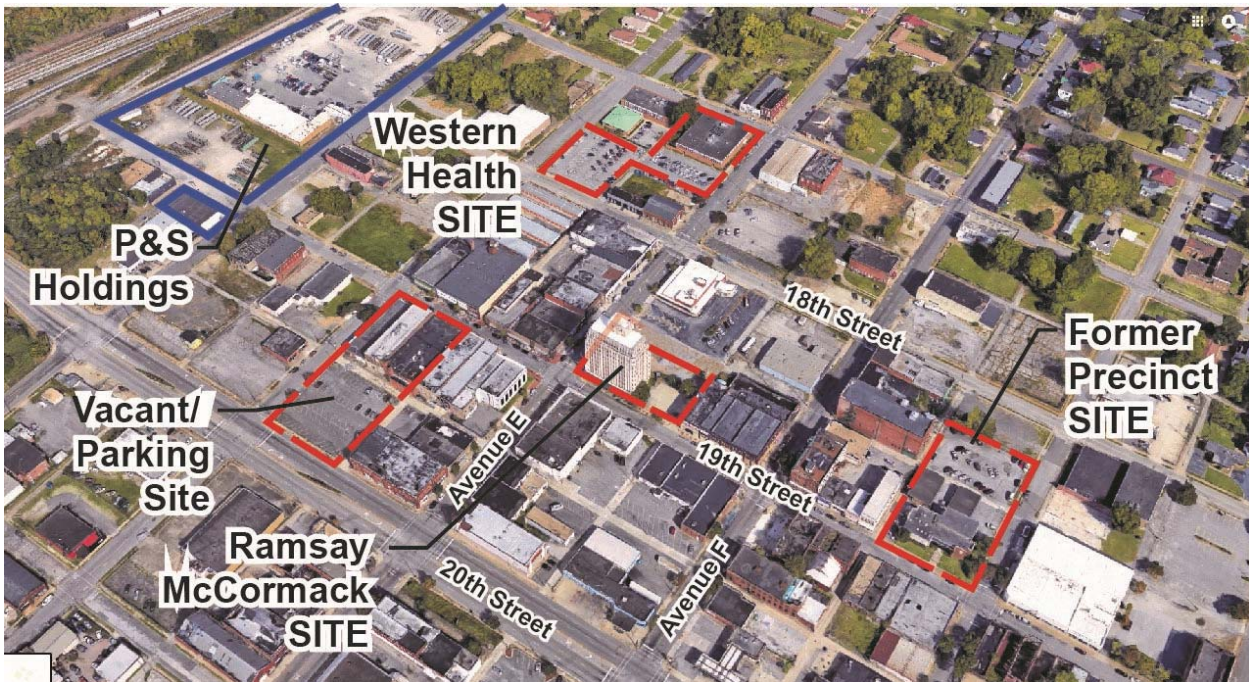
¹ www.bhamwiki.com/w/Ensley

jobs. P&S is currently located four blocks from the project site with a current employee base of 250, has announced plans to add another 200 employees over the next four years along with an additional \$2.3 million in improvements to their corporate campus.

Much of the growing momentum in Ensley is as a result of the City's Mayor Randall Woodfin focusing on Ensley as a high priority for his administration. The number of stakeholders and partners working in and with neighborhood, including nonprofit partners such as Bethel Ensley Action Task, Bethesda Life Center, Build Up Ensley, the Color Project, Ensley Alive, REV Birmingham and more, also indicate a continued commitment to the area and a consistent desire to preserve and restore economic growth to the district. Each of these groups are bringing resources and knowledge that can help downtown Ensley address the challenges it faces. For instance, since the formation of the Ensley Alive movement, there has been a significant increase in the number of businesses looking to locate in Ensley.

Ensley is on the minds of a lot of people these days. Residents, property owners, and business owners are taking note on the efforts to rejuvenate downtown Ensley in a community driven, grassroots way.

Appendix B



Total Tax Value of all parcels available for redevelopment = \$595,300.00

<u>Ramsay McCormack Site</u>		<u>Jefferson Health Site</u>	
Parcel ID:	22 00 31 3 017 004.000, 22 00 31 3 017 003.000	Parcel ID:	22 00 31 3 012 002.000, 22 00 31 3 012 001.000
Acreage:	Total Acreage: .45 Acres	Acreage:	Total Acreage: 1.46 Acres
City Zoning:	C-B3	City Zoning:	C-B2
Preferred Reuse:	Mixed-Use Development	Preferred Reuse:	Mixed-Use Development
Tax Value:	\$291,400.00	Tax Value:	\$123,700.00
<u>Former Precinct Site</u>		<u>Cotton's Site</u>	
Parcel ID:	22 00 31 3 018 005.000, 22 00 31 3 018 004.000	Parcel ID:	22 00 31 3 028 001.000 22 00 31 3 028 002.000
Acreage:	Total Acreage: .86 Acres	Acreage:	1.09
City Zoning:	C-B3	City Zoning:	C-B3
Preferred Reuse:	Mixed-Use Development	Preferred Reuse:	Mixed-Use Development
Tax Value:	\$47,300.00	Tax Value:	\$132,900.00

Appendix C

RFP Summary Page	
Ramsay McCormack	
<i>Development Team</i>	
Ownership Entity	
Primary Contact	
Address	
Phone	
E-mail	
Is the lead Developer a certified MBE or WBE?	
Partner	
Architect	
Contractor	
Consultant(s)	
Please list any of the development team that is based in Birmingham.	
Please list any of the development team that is based in Alabama.	
Please list any of the development team that is a certified MBE/WBE?	
<i>Project Summary</i>	
Description of development scenario and plan;	
Explanation of ownership entity;	
Prospective development timeline; and	
Schematic drawing of proposed project, including site plan and elevations.	
<i>Relevant Development Experience</i>	
Brief description of similar projects (date, location, concept);	
Photographs of projects;	
Description and role of development entity;	
References - strong references include banks, municipal entities, co-developers, tenants, and press clippings that include project narratives to describe previous work and clear evidence of capacity; and	
Description of community engagement activities carried out in previous development projects.	
<i>Project Goals</i>	
How does the proposed plan preserve the building?	
How does the proposed plan provide a mix of housing types and / or commercial uses to complement the growth of surrounding	

residential neighborhoods and maintain affordability for existing Ensley and west side residents?	
How does the proposed plan activate the ground floor as retail or amenity that generates foot traffic and visible activity to 19 th S?	
How does the proposed plan promote community services and amenities?	
How does the proposed plan improve the business environment and create job opportunities;	
How does the proposed plan boost affordable retail, restaurants and neighborhood conveniences?	
How does the proposed plan expand Ensley's cultural and arts tradition?	
How does the proposed plan provide for Complete Streets and enhance primary & secondary street networks in the immediate vicinity to support a walkable district?	
How does the proposed plan Adopt a shared parking strategy to minimize at-grade parking lots and preserve historic fabric of the district?	
Financial Capacity	
Provide a description of the team's ability to finance the costs associate with the project.	
Identify the names and contact information of the people and / or entities in the proposed development team, including any and all joint venture, general, or limited partners, and respective percentages of interest.	
Described the role of each and every development partner in the implementation of the development plan. Letters of support from team members for their respective roles in the project are encouraged.	
Acquisition Offer	
Total Estimated Project Cost	
Developer Equity	
Total Estimated Project Gap	
Complete any fields that apply.	
Total Residential Units	
Total Retail Square Footage	
Total Office Square Footage	
Other (please specify)	

Other (please specify)	
Other (please specify)	
<i>Project Timeline</i>	
Pre-Construction Planning & Deal	
Construction Start	
Construction Duration	

Appendix D

Project Sources and Uses of Funds

Ramsay McCormack Site
 Birmingham, AL

Redevelopment Team: _____

Budget Category	Overall Project Budget
Sources of Funds	
Loan #1	
Loan #2	
Loan #3	
Equity	
Grants	
Other Sources #1	
Other Sources #2	
TOTAL SOURCES OF FUNDS	
Use of Funds	
Acquisition	
Hard Costs and FF&E	
Soft Costs	
Miscellaneous Costs	
TOTAL USE OF FUNDS	
Additional required Gap Financing or Equity	

Appendix E

Supplemental Documents

As Owner of the Ramsay McCormack (RM) building and adjacent parcel, the City of Birmingham has conducted extensive analysis and remediation work on the building, as well as considering multiple redevelopment plans for the property over the years. In order to provide as much information as possible to potential RFP respondents, the City is providing information gathered in their due diligence on the building. These documents are provided solely for reference and information only and should not be used in lieu of each respondent conducting their own due diligence on the properties and their condition.

These documents, available for download on the City of Birmingham website designated for this RFP, include:

- Architectural Drawings of RM typical floor plates;
- RM Existing Conditions Reports as of 2017;
- RM Structural Review as of January 2017; and
- RM Construction pricing from 2017 based on a proposed City redevelopment.

Upon request, AutoCad files of RM floor plans and elevations will be provided.

In addition, as shared in the historic context, Ensley was founded as a community to support the industrial work of TCI and Ensley Works. Today, the former Ensley Works site is owned by U.S. Steel. While the site has been dormant for decades, conversations are beginning around redevelopment of the site into a new industrial hub. A letter of support from U.S. Steel regarding their interest in collaborating with the City is attached.

Appendix F

Support for Project Goals

The vision for the redevelopment of the Ramsay McCormack building and adjacent sites is grounded in the success of catalytic redevelopment projects across the United States. To further articulate the goals of the RFP presented herein, the following reference material is provided:

A renewed Ramsay McCormack is Ensley's most immediate opportunity for catalyzing inclusive and equitable revitalization. Nearby industrial properties like US Steel promise great long-term potential for job generation and support for nearby retail businesses, but that kind of redevelopment is considered far more expensive and long-term than the opportunity Ramsay McCormack offers.

The historic Ensley business district, without the Ramsay McCormack building, would have a much steeper climb to reach market relevancy. The concept of leveraging historic assets for future revitalization is a proven and well-researched strategy being deployed in comparable cities across the country, and even in Birmingham's own City Center.

Here are several resources for review and consideration in crafting a plan for inclusive and catalytic redevelopment of the Ramsay McCormack building:

Ten Things You Need to Know About Catalytic Development

<http://www.stateofplace.co/our-blog/2018/6/ten-things-you-need-to-know-about-catalytic-development>

Catalyst for the Boulevard

http://www.placeeconomics.com/wp-content/uploads/2018/08/GCHP_2018.pdf

Measuring Economic Impact of Historic Preservation

<https://www.achp.gov/sites/default/files/guidance/2018-06/Economic%20Impacts%20v5-FINAL.pdf>

Beyond Tourism: Historic Preservation in the Economy and Life of Savannah and Chatham County

<http://www.placeeconomics.com/wp-content/uploads/2016/08/HSF-Beyond-Tourism-Report-2015-v4.pdf>

The Historic Tax Credit: Building the Future in Louisiana

http://www.placeeconomics.com/wp-content/uploads/2017/06/LAStateTaxCredit_FinalReport_061617_SmallPages.pdf