



Request for Proposals

FRANKLIN STREET & MAIN STREET

DEVELOPMENT SITE



Requested By:
City of Monroe
300 West Crowell Street
Monroe, NC 28112

Submission Due Date: May 31, 2009 by 5:00 p.m.

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OVERVIEW:

The City of Monroe is pleased to announce the availability of a downtown development site (known as the “Old Joffre Hotel Site”) at the intersection of Franklin Street and Main Street within the heart of downtown Monroe. Through this Request for Proposals (RFP), the City is seeking proposals for the offer to purchase, design and construct a mixed-use development project that may include commercial, residential and office uses.

Development of the Old Joffre Hotel site is a key step in the implementation of the recently adopted Downtown Master Plan and a part of the long-term vision for Downtown Monroe. The City is anticipating that the development of this site will serve as a catalyst to jump start additional development or redevelopment within the Downtown area.

Because this highly visible site is located in an increasingly vital area of Downtown, the City of Monroe expects that the project will:

- Include a development team with a proven track record of successfully completing mixed-use developments in urban settings;
- Incorporate high-quality urban design and architecture;
- Include active ground-floor uses;
- Create a lively pedestrian-friendly environment; and
- Serve as a catalyst in revitalizing the downtown area.

BACKGROUND:

The City of Monroe is approximately 25 miles southeast of downtown Charlotte, NC with a population of over 35,000. Monroe is rapidly growing with an increase in population of 29% from 2000 to 2006. Monroe is the county seat of Union County, North Carolina’s fastest growing county. In 2006, according to Charlotte Regional Partnership, Union County was the 21st fastest growing county in the United States.

Downtown Monroe’s identity consists of its small town feel and a historic architecture. With its shops and restaurants, Main Street is among the most active areas of downtown. The Downtown Master Plan was adopted in February 2008 with the intent to make downtown an exciting destination and to revitalize its historic core. The Master Plan was developed through a collaborative process of City staff, consulting firm and a Downtown Advisory Board, which resulted in recommendations and implementation strategies for the following categories:

- Land Use
- Transportation
- Open Space and Greenways
- Urban Design
- Character and Cultural Resources

- Residential and Non-residential opportunities

The study area for the Downtown Master Plan includes the commercial core of the City and portions of the surrounding residential neighborhoods. Monroe's downtown contains a mix of land uses that consist of the following:

Commercial/Retail: Recently Monroe has experienced an increase in the number of retail and service uses locating in the downtown area, but even with the increase, downtown still lacks a variety of uses that would attract residents and visitors on a regular basis.

Office/Employment: The Downtown area is comprised of offices and resources of the Union County Courthouse and City of Monroe bringing many workers and other people to downtown on a daily basis.

Civic/Institutional: The Downtown has a mix of civic, institutional and public uses from government office complexes, the public library and post office, to plazas, gardens and open spaces. There are also churches and other organizations that perform tasks for the community, such as Social Service offices and United Way, Inc. Downtown Monroe presently lacks other institutions which would contribute to its identity, including museums and facilities for the arts and entertainment.

Residential: Residential neighborhoods surround the commercial core of downtown with the South Monroe Historic District adjoining the commercial core on the east side of the downtown area. Downtown lacks choices to offer a diverse housing stock for both rental and owner-occupied housing.

Although Downtown Monroe lacks a variety of commercial/retail and residential uses there are several sites that offer redevelopment opportunities and the City is willing to facilitate those redevelopment opportunities in that some of the sites are City owned.

SITE DEVELOPMENT INFORMATION:

LOCATION:

The Old Joffre Hotel development site is located in the northwest quadrant of the Franklin Street and Main Street intersection. It is very visible and highly accessible by both pedestrians and vehicles. The 0.5 acre City-owned site is currently being used as a parking lot. It is the former location of the 100-room Joffre Hotel, built in 1911 and demolished in 1996.

A mix of uses surrounds the site, including the historic Union County Courthouse, Main Street Plaza, SunTrust Bank, Grayson's Tavern, government offices and Secrest's Feed Store.

DEVELOPMENT OBJECTIVES/GUIDELINES:

The sale of the Old Joffre Hotel development site presents an opportunity for new development at a prominent location in an increasingly vital area of Downtown and will serve as a catalyst to initiate the implementation of the Downtown Master Plan. The development site is the most significant available parcel of land in the downtown study area.

The overall concept for this site is a mixed-use, urban development, designed to encourage a lively, active pedestrian realm. The design of the second floor of this site is critical and shall be predominately the focal point with the intent to provide a floor for underground parking. A contemporary architectural style design is encouraged while the materials, scale, proportions, rhythm of doors and windows, and height must be sensitive, compatible and within the context of downtown Monroe.

On the future land use map the site has been identified as mixed use, which would allow for office, commercial and high-density residential uses. Figure 10 in the Downtown Master Plan suggests a potential restaurant and small inn for the site. Franklin Street is recommended to convert into a two-way street with on-street parking, which would benefit potential retailers at the site. Retail tenants could include restaurants, grocery stores, and pharmacies, while office tenants could include legal service firms, banks, real estate, and government services.

The City of Monroe encourages creativity in the project design and intends to allow flexibility in the development of the site provided the proposal is consistent with the Downtown Master Plan, Zoning Ordinance, and objectives provided in this RFP.

DEVELOPMENT POLICY:

DOWNTOWN MASTER PLAN:

The general policy for the development of this site comes from the recently adopted Downtown Master Plan. To revitalize downtown Monroe and realize the vision expressed in the Downtown Master Plan, recommendations were set forth in six key areas: land use, transportation, open space, urban design, character and cultural resources and market position/economic development. Consistent with the vision, the plan also offers suggestions for physical improvements to downtown. It encourages the correct mixture of retail; seeks to bolster residential areas adjacent to the core; respects, the character of downtown, especially architecture of the built environment; and suggests improvements to the transportation network. Furthermore, the Downtown Master Plan determined catalyst sites where redevelopment opportunities exist.

DOWNTOWN MONROE VISION:

The vision for Downtown Monroe reflects a place where people live, work and play; where restaurants, entertainment venues and shops continually attract residents and visitors.

ZONING ORDINANCE:

All proposed projects will be required to go through a Conditional District rezoning process and receive approval from the Monroe City Council. The Conditional District rezoning process allows Council to ensure that all proposed architecture and design guidelines meet the City of Monroe's goal and objectives.

The entire Downtown Master Plan can be viewed at the City of Monroe website on the main page at <http://www.monroenc.org>.

The entire Zoning Ordinance can be view at the City of Monroe website at page http://www.amlegal.com/monroe_nc/ under the Land Use Section 156.

TERMS AND CONDITIONS:

The City of Monroe is willing to negotiate a purchase price based on the overall benefit provided by the project. A fee simple sale is preferred. A good faith deposit equal to ten percent of the sale price is required upon signing of the purchase and sale agreement. Broker fees will not be paid by the City of Monroe.

SUBMISSION REQUIREMENTS:

A. Development Team Identification and Experience.

1. Provide names, addresses, telephone numbers and email addresses of the development team. Include resumes and a description of background experience of each principal and of each person having major responsibilities for project development. Identify the principal person(s) within the development team authorized to negotiate on its behalf.
2. Identify and describe the relationship the development team may have with subsidiaries, joint venture partners, or others who are significant to the project.
3. Provide documentation demonstrating the development team is qualified to undertake the proposed project, including:
 - a. Resumes of key development team members;
 - b. Experience with projects similar to the proposed project;
 - c. Experience with developments in urban areas;

- d. Experience with public/private development;
 - e. Examples, including images, of prior projects that demonstrates high-quality architectural and urban design;
 - f. Access to financial resources consistent with the project requirements;
 - g. Disclosure of key commercial tenants, if proposed.
- 4. Provide a conceptual site plan with architectural renderings and/or elevations as well as written design guidelines.
 - 5. Submit an offer to purchase the property.

SUBMITTAL PROPOSAL INSTRUCTIONS:

The City of Monroe invites proposals from prospective purchasers setting forth details regarding the development concept, offer to purchase, and other issues identified in this RFP. The format for submitting proposals and the details of the selection process are included in the Submission Requirements, Selection Process and Schedule Sections of this RFP (pages 6-7). **The deadline for submitting proposals is May 31, 2009 by 5:00 p.m.**

Please submit one original proposal, plus an electronic version of the entire RFP response on CD-ROM.

Proposals should be addressed to: City of Monroe, Planning and Development
Attn: Lisa Stiwinter, Assistant Director of Planning
300 W. Crowell Street
PO Box 69
Monroe, NC 28111-0069

SELECTION PROCESS AND SCHEDULE:

The City of Monroe will conduct a fair and impartial process for the selection of a developer based upon satisfaction of the development objectives in this RFP. The evaluation of proposals will be by City Council. The proposals will be evaluated on the development team's ability to meet the requirements of this RFP. Some heavily weighted, specific evaluation criteria, among other factors, will include:

- Compatibility of proposed land use with development objectives identified for the project site in this RFP;
- Track record of high-quality urban design and architecture;
- The development team's experience with mixed-use developments in downtown and other urban settings;
- Knowledge of the City of Monroe's Downtown Master Plan related recommendations and strategies for the site;
- Approach to the work, creativity, and innovation;
- Ability to meet established schedules; and

- Qualifications and abilities of staff assigned to the project.

Following the initial review, some or all of the respondents may be interviewed or required to give a brief presentation to City Council to provide a detailed description of their qualifications and experience.

The City Council will select a development team for the Franklin Street and Main Street development project that will be expected to enter into exclusive negotiations with the City of Monroe for the purpose of executing a definitive purchase and sale agreement as well as a design and development agreement. The City of Monroe may elect to reject all proposals.

PRELIMINARY SCHEDULE:

The selection process is expected to be completed by July 2009. This time period does not include negotiations of the purchase and sale agreement or design and development agreement. The preliminary schedule for the process is as follows:

TASK	TENTATIVE DEADLINE
City staff presents Request for Proposals to City Council	October 21, 2008
City of Monroe advertise/publish Requests for Proposals	Late October/early November 2008
Responses to RFP due	May 31, 2009
City Council Review	June 2009
Interviews/presentations	July 2009
Monroe City Council selection of project	July 2009
Conditional District rezoning application and detailed preliminary site plan and elevations	August 2009

DESIGNATED CONTACTS:

The following City of Monroe staff is the designated contacts for information or questions related to this RFP:

Wayne Herron, Assistant City Manager/Director of Planning and Building Standards
704-282-4523
wherron@monroenc.org

Lisa Stiwinter, Assistant Director of Planning and Building Standards
704-282-4569
lstiwinter@monroenc.org

Planning and Development Department
300 W. Crowell Street
PO Box 69
Monroe, NC 28111
Fax: (704) 283-4735

For general City information, please visit the City of Monroe website at
<http://www.monroenc.org>.

APPENDICES:

- A. Site Aerial
- B. Site Photos
- C. Area Map
- D. Zoning Map
- E. Future Land Use Map