

**REQUEST FOR PROPOSALS
FOR DEVELOPMENT OF
CIVIC PLAZA PHASE 2
IN DOWNTOWN WINSTON-SALEM**

Introduction

The Downtown Winston-Salem Foundation (DWSF) is seeking proposals from qualified developers to provide master development services associated with the second phase of the development of Civic Plaza in downtown Winston-Salem. The portion of Civic Plaza subject to this request is a 28,400 S.F. site adjacent to the western edge of Liberty Street from Fourth Street to Third Street. The property is owned by two separate entities, the DWSF which owns the empty Pepper Building and the vacant Crawford lot on the northern portion of the site and Piedmont Federal which owns the parking lot on the southern portion of the site. To the west is a grass park and pedestrian bridge owned by the City of Winston-Salem and One Park Vista, a completed 32 unit residential condominium complex with ground floor restaurant which was developed by a local Winston-Salem development team and serves as Phase 1 of the overall Civic Plaza project. The entire area, including the DWSF property, Piedmont Federal property, the City of Winston-Salem owned property and One Park Vista is considered the Civic Plaza site. However, only the property owned by the DWSF and Piedmont Federal are part of this RFP for the second phase of development. The city owned property is considered to be Phase 3 and will be the site for the public space, known as Civic Plaza. The Pepper Building is a six-story Art Deco structure built in 1927 that includes 49,000 S.F. (7,000 S.F. footprint). The Crawford lot contains 4,609 S.F. The Piedmont Federal parking lot is 16,791 S.F. and holds approximately fifty (50) parking spaces.

An on-line resource directory for the Civic Plaza RFP Phase 2 can be viewed by visiting the Downtown Winston-Salem Partnership's homepage at www.dwsp.org and click on the RFP tab.

Background

This RFP is for phase 2 of the overall Civic Plaza project and not for the property owned by the city which is intended as the site for the park, described as Civic Plaza. However, the phase 2 development must advance the development concepts of the overall Civic Plaza project as described in various plans and studies that have been created relating to Civic Plaza. These include the *1998 New Century Plan* and the *2000 Greenway Plan*. The most recent study, prepared in August 2003 by Sasaki Associates, Inc., formulated the following vision statements for the Civic Plaza project, which are still true today:

- The Plaza should be a gathering place at the center of Winston-Salem, serving surrounding uses – offices, the Government District, the Convention Center, the

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Arts District and the Theater District – and also serving as the civic heart for the broader community.

- The design of the Plaza should reinforce its relationship with the surrounding downtown context. Strong connections with Fourth Street and views of landmark buildings and skyline elements should be established.
- The Plaza should be a dynamic place that welcomes people of all ages and races for everyday use and for special events. Areas for recreation should be accommodated.

In addition, the principles included in the *2005 Solicitation of Interest for a Downtown Development Opportunity in Winston-Salem, North Carolina*, should be used as a guide for general design and planning of the Civic Plaza site.

The project area is located within the Central Business (CB) Zoning District. General dimensional requirements do not apply in this district, however a zoning overlay is being considered. Uses surrounding the Civic Plaza site include a mix of retail, office, residential, governmental and institutional.

In regard to district identity and branding of the Civic Plaza district, the companion organization to the DWSF, the Downtown Winston-Salem Partnership, is currently engaged in a community wide process to rebrand and rename the Civic Plaza project and the area that surrounds it. The Civic Plaza project in all three phases described in this RFP, is the anchor project for the redevelopment plans for the district.

Scope of Work

The scope of services will include but is not limited to the following: designing, financing and constructing. The development team should have extensive architectural, urban planning, and redevelopment design experience, especially within a downtown area. The successful team will need to review and evaluate previous planning efforts and develop a defined development of phase 2 of Civic Plaza. The team's proposal should also be consistent with the City of Winston-Salem's Legacy Plan and Downtown Plans. The team will be required to procure a concurrent development agreement with Piedmont Federal for the property they own. The DWSF would also recommend for the selected development team to acquire an agreement with the City of Winston-Salem to define the short and long term development objectives for the adjacent park. The team will be required to produce construction documents and obtain all necessary approvals.

The proposal should provide for a mixed-use infill development that preserves downtown's pedestrian character and maintains an appropriate building scale relative to existing adjacent buildings. It is a long-term goal of the DWSF to develop a public space called Civic Plaza. The second phase of development, which is subject to this

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RFP, must respect and enhance the future ability of the DWSF to achieve this goal. It is imperative that proposals consider the vision statements defined in earlier plans and the long-term goal of having a public space within the Civic Plaza site.

Submission Requirements

The DWSF seeks responses from interested firms to provide development services in conjunction with this project. The proposal must provide evidence of the qualifications of all team members, references for similar projects in the geographic region, a recommended concept, and a preliminary completion schedule. Twenty (20) bound copies of the proposal should be submitted to the Downtown Winston-Salem Foundation using the contact information listed below by 5:00pm on April 2, 2010. The proposals should include:

- A statement of the qualifications and experience of the developer, which includes specific reference to development experience and/or projects similar in use and scope to the development opportunity described in this RFP.
- All key individuals involved with the development entity should be identified and their resumes submitted. Note that this includes the experience and quality of the architects and engineers of the development team.
- A brief statement demonstrating that the development team understands the property owners' objectives.
- A description of the proposed uses (office, apartments, etc.) and scale of development for each opportunity. For each proposed use, material should be included indicating the anticipated targeted market segments and an understanding of that market in Winston-Salem. This description should include the expected magnitude of investment required to achieve this scale of development.
- A discussion of the parking requirements and the development team's expectation of how these parking needs will be met.
- Sketches of the concept plan that the developer proposes. The intention is to understand the basic nature of the type and form of development.
- References from other cities and clients concerning the development team's performance in comparable urban and civic situations.
- A financial bid for DWSF assets: the Pepper Building and the Crawford lot.
- A financial bid for Piedmont Federal assets.
- **SUBMITTAL DEADLINE: APRIL 2, 2010 @ 5 PM** – All submittals must be delivered or mailed to the DWSP offices. The address and contact information is provided at the end of this RFP.

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Selection Process

Staff and Board members of the DWSF will review all submitted proposals and select firms to be granted an interview. In evaluating the proposals, the DWSF will consider the following factors in its decision-making:

- The relevance and quality of the development team's prior experience.
- The offer for the DWSF assets, the Pepper Building and the Crawford lot.
- The offer for the assets owned by Piedmont Federal.
- Demonstration of Developer's ability to provide equity and obtain construction and permanent financing. Developer should demonstrate the following:
 - a. Developer is financially sound and any existing adverse information, such as litigation, disputes, claims, etc., does not exist, has been resolved, or will not negatively impact this project.
 - b. Developer possesses the financial capability, bonding capacity, and institutional relationships necessary to obtain financing for a project of this size and scope.
 - c. Developer has identified sufficient sources of equity to be used for a project of this size and scope.
- The likely impact of the proposed development on the overall development of Downtown Winston-Salem.
- The economic impact of the proposed development on the Winston-Salem tax base.
- The extent to which the proposed development will meet the objectives of the DWSF for the Civic Plaza site.
- Any likely demands on the DWSF and the City of Winston-Salem to accommodate needs articulated by the developer.
- Promoting the placemaking and walkability values as defined in our Downtown Plan
- The quality, creativity and reasonableness of the general plan proposal, and the responsiveness of the proposal to the design and planning conditions of this RFP.
- The demonstrated current financial capability of the developer to complete projects of this magnitude.
- The proposed uses and magnitude of investment.

The selection of an acceptable development team shall be at the sole discretion of DWSF.

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Contact Information

Individuals responding to this solicitation should send all correspondence and direct all inquiries regarding this specific project to:

Jason Thiel, President

Downtown Winston-Salem Foundation

305 W. 4th Street, Suite 2-E

Winston-Salem, NC 27101

Phone: (336) 354-1500 Email: jason@dwsp.org

Helpful Links

City/County Planning Board:

<http://www.cityofws.org/Home/Departments/Planning/AreaPlans/Articles/Downtown>

Downtown Winston-Salem Partnership:

<http://www.dwsp.org> – click the RFP tab on the homepage