

Douglasville, Georgia

REAL ESTATE OFFERING AND REQUEST FOR PROPOSALS

To Redevelop the Former Douglas County Jail Site in
Downtown Douglasville, Georgia



Issued on behalf of the City of Douglasville by:



The Douglas County Economic Development Authority
8512 Bowden Street
Douglasville, Georgia 30096



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October 7, 2020

To whom it may Concern:

The Douglas County Economic Development Authority (DCEDA) is pleased to offer the following development opportunity in Downtown Douglasville. As described in this Offering and Request for Proposals, Douglasville has been working diligently over the past several years to plan and develop a downtown area that will become the cultural, civic and entertainment center of Douglas County. As part of that effort, the City has acquired and demolished the former Douglas County Jail, creating an approximate 10-acre development site located within walking distance to the Douglasville Conference Center. The City's intent is to develop a City park and outdoor performance venue on the northeast corner of that property, and to offer the balance of the site for commercial and residential development to appeal to a growing demographic of millennials and empty-nesters who value mixed-use environments in walkable downtown settings. The City of Douglasville has asked the DECDA to work on the City's behalf to secure a master developer to implement its vision for this catalyst redevelopment site.

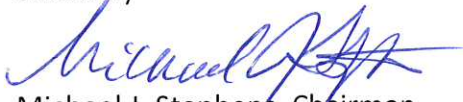
We encourage you to take a few moments to review this RFP to better understand the real estate and the full scope of this opportunity. We are offering a marketable site in a growing location, adjacent to a planned \$10.2 million public amenity that will be under construction in early 2022. The City's intent is to leverage development of this site to help offset the cost of building that park. However, the City is also willing to consider granting significant financial incentives to ensure success of this important project for Douglasville's future. The City recently created a Tax Allocation District and has secured County and School District consent to support this and other key redevelopment projects in Downtown Douglasville.

The DCEDA/City are seeking to partner with an experienced developer who is equally excited by this vision and proposes the best combination of (a) a proven track record and financial capability to execute the project, (b) a product that will complement the new park, contribute to the commercial success of Downtown Douglasville and generate significant property tax increment over time, and (c) offers a pathway to reaching a realistic financial deal structure with the City. You will learn that Douglasville has formulated a thorough strategy, achieved public consensus, completed substantial due diligence, and is prepared to partner with the private sector on this project. Given the current economic and market uncertainties created by COVID 19, the City is also flexible and will consider all reasonable development alternatives for the site. The City's goal is to secure a project that can be successfully implemented in what is likely to be a challenging and rapidly changing real estate environment in the near term.

If you are interested in exploring this opportunity further, please do not hesitate to call or e-mail the primary contact person identified in the RFP. Staff will be prepared to answer your questions, share all relevant information, and assist you in inspecting the property.

On behalf of the DCEDA and the City, thank you for your interest in Douglasville. We look forward to the possibility of receiving your proposal.

Sincerely



Michael J. Stephens, Chairman
Douglas County Economic Development Authority



Leslie Choo, Chairman
Development Authority of the City of
Douglasville, Georgia

Enc.

SECTION I: Introduction

The Douglas County Economic Development Authority (the “DCEDA” or the “Authority”) is an independent agency charged with Economic Development for Douglas County including the City of Douglasville and the sections of the cities of Austell and Villa Rica within Douglas County. The Authority’s mission is to bring quality jobs and opportunities for the citizens of Douglasville and Douglas County through continued growth in new and existing industry, as well as the redevelopment of functionally obsolete sites and buildings. The legal structure of the Authority, and its staff expertise are well-suited to assist cities in conveying of publicly owned property to the private sector for economic development purposes, to market such opportunities to developers and employers, and to provide project financing as appropriate.

In keeping with its mission, the Authority has issued this Real Estate Offering and Request for Proposals (the “RFP”) on behalf of the City of Douglasville to redevelop the site of the former Douglas County Jail, in conjunction with the planned “Town Green” in Downtown Douglasville. We encourage recipients of this RFP to take a few moments to learn about this opportunity and to seriously consider submitting a proposal. The following few paragraphs describe the property being offered, provide a brief history of the City’s efforts to prepare the site for disposition, outline the general nature of redevelopment desired by the community and the types of financial incentives the City is prepared to offer to achieve this vision.

Section II then provides instructions to parties who may be interested in responding, including proposal deadlines, procedures for obtaining additional information and the process that will be used to select a preferred proposer to proceed to negotiation of an agreement. Section III provides more detailed information regarding the real estate being offered, including site and market information, a

description of planned public improvements and financial incentives being offered by the City. This section also provides references to additional documents that will be helpful to you in evaluating the opportunity and preparing a proposal. The final Sections IV and V then outline the requested contents of written proposals and provide access to attachments and other resources discussed in this RFP.

The DCEDA and the City greatly appreciate your interest in Downtown Douglasville and look forward to the possibility of receiving your proposal. We welcome the opportunity to answer your questions and provide any additional information you may need to respond, in accordance with the process described in Section II.



Figure 1: Approximate site boundaries. The main jail complex and most on-site buildings have since been demolished.

Background

In late July of 2018, Douglas County sold the former Douglas County Jail located at 6840 Church Street to the City of Douglasville. This transaction took place after the City undertook a year-long Downtown

master planning effort that identified this 10.01-acre parcel as a key redevelopment opportunity. The City has since demolished most existing buildings and engaged Tunnell-Spangler-Walsh and Associates (TSW) to lead the design process for the new “Town Green” park and performance venue. Construction bid documents for that project are expected to be ready for release by the Spring of 2021, anticipating a 2022 or 2023 completion date.



Figure 2: This early conceptual alternative site plan for the northern half (Phase I) of the Jail site includes a City park with amphitheater and three commercial and/or residential buildings. Plans call for incorporating the existing pedestrian bridge crossing Church Street. As illustrated here, this phase includes 70,000-75,000 SF of buildings and 300 surface parking spaces.

In its current schematic design phase, the park will contain a permanent concession area, public rest rooms, a covered amphitheater with green room, playground area, event lawn, splash

pad and related amenities. Details concerning that project, including a tentative implementation timeline, are provided in Section III.

The scope of the public investment in Town Green includes surveying, site work, engineering, and stormwater management to provide adjacent surface parking for the Park and to service potential abutting building pad sites. This general area located adjacent to the park is being offered to the development community as “Phase I”.

The specific scope of Phase I, including the locations of building pad(s), specific building uses, and parcel boundaries are conceptual and subject to change, depending in large part on input received through this RFP process. Proposers are free to consider and are strongly encouraged to propose alternatives that you believe will be advantageous to the City and necessary to make Phase I financially feasible to implement.

The remaining southern portion of the site accessed by Church St. or Club Drive is also included in this offering and referred to herein as “Phase II.” Redevelopment of that parcel may occur concurrently with Phase I or delayed as a second phase. In the short-term, Douglas County will continue to occupy a building located on the southern end of the jail property. Negotiations between the City and County to relocate that facility will proceed until Phase II is ready to be implemented.

For several reasons that were valid at the time, early site plan concepts for the former jail assumed surface parking only, which obviously resulted in much lower densities than could be accommodated with structured parking. Proposers should not assume from the early plan illustrations provided with this RFP, that the City is opposed to higher density development that requires structured parking. The City is open to considering all reasonable alternatives and encourages proposers to be creative in their responses.

As will be demonstrated in the following pages, the City is in process of completing substantial pre-planning, survey work and site analysis for the property. The due diligence, plans and exhibits developed as part of those earlier efforts are provided as attachments to this offering. This assembled information will enable interested parties to understand the Project's market setting, physical characteristics, development suitability and constraints, saving significant time and cost to respond to this RFP.

The DCEDA is not expecting to receive best and final offers at this time, but intends to continue negotiations with a preferred proposer who offers the best combination of creativity, experience in executing similar projects, demonstrated capacity to raise project financing and equity, and a financial framework with which to negotiate appropriate compensation to the City of Douglasville. The Douglasville City Council is seeking the best combination of financial terms which (a) recapture a portion of the City's initial investment in the short-term, and (b) generate the greatest economic/fiscal benefits from redevelopment over the long-term. Future City revenues generated from this project will be used in part to offset annual debt service payments for the new park and in part to incentivize the private development as needed to secure a successful, high quality project abutting Town Green.

The Authority's objective is to assist the City in negotiating an agreement with a qualified developer who is experienced in developing walkable in-town communities. The DCEDA is distributing this offering directly to a targeted list of developers who we believe possess the experience, financial capacity, and potential interest to undertake a project of the scale expected at this location. We are also distributing the RFP to several area architecture, urban planning and commercial construction firms who may know clients who would be a good fit for this opportunity. However, this list is by no means exhaustive. Other interested parties who have not received the

offering directly but are interested and qualified to undertake the project are strongly encouraged to submit a proposal.

Depending upon the number and quality of proposals received, the DCEDA reserves the right to request additional information from some or all respondents to assist in the review process. This RFP does not obligate the City of Douglasville or the Authority to select or negotiate with any development team(s) or to accept offers which the issuer determines, in its judgment, are not in the best interest of the City.



SECTION II: Instructions to Proposers

The Douglas County Economic Development Authority is pleased to offer On behalf of the City of Douglasville, approximately 9.0 acres that were once part of the Douglas County Jail, for mixed-use development adjacent to a planned new City park and amphitheater to be known as "Town Green". The DCEDA is seeking proposals from qualified firms that have the experience and capability to develop residential and/or commercial buildings in a manner consistent with the City's general objectives for this key Downtown site.

Instructions to those interested in submitting proposals are provided in this Section.

1. **Submission Deadline:** Responses to this RFP must be delivered to:

Douglas County Economic Development Authority
8512 Bowden Street
Douglasville, Georgia 30096

on or before **2:00 PM on Friday, January 22, 2021.** Unless the DCEDA at its discretion chooses to extend this deadline for all interested parties, any submissions received after this specified day and time will be rejected.

2. **Minimum Qualifications:** Respondents must provide information outlined in Section IV to be considered qualified to participate in this Project. For purposes of this RFP, a proposer or respondent may include a single development firm or a team of two or more firms that will assume responsibility for implementing different project components. In cases involving “team proposals”, the combined qualifications and experience of all team members will be applied to determine minimum qualifications. Respondents who meet/exceed the minimum qualifications may be invited to meet with DCEDA/City representatives to present their submissions in more detail. Upon completion of the initial evaluation process, the DCEDA intends to either (a) select qualified developers to continue negotiations and invite best and final offers or (b) choose to negotiate with one preferred respondent.
3. **Limited Offering:** The DCEDA is distributing this offering directly to a pre-screened list of firms that we believe possess the experience, financial capability, and potential interest to undertake this project. This list should not be viewed as exhaustive or exclusive. Other interested parties who have not

received this offering directly but satisfy all qualifications herein are both invited and encouraged to submit a proposal.

4. **Acknowledgement of Interest and Submission of Questions to the DCEDA:** Any party who directly or indirectly receives this RFP and is interested in responding is strongly encouraged to notify and send contact information to the DCEDA/City's primary contact person, Chris Pumphrey, Executive Director, Douglas County Economic Development Authority

Phone: 678-838-3665

e-mail: cpumphrey@developdouglas.com

to be placed on a distribution list to receive attachments, subsequent correspondence and addenda related to this RFP. Questions should be submitted in writing to this same e-mail address. Questions can be submitted at any time prior to and until **12:00 noon on Friday, December 11, 2020.** The DCEDA reserves the right not to respond to questions received after that date/time. Answers given by the Authority to substantive questions will be provided in writing to all parties who supply their contact information, in the form of one or more addenda to this RFP. Only written replies to questions appearing in the Addenda should be relied upon as being official positions of the DCEDA and/or the City of Douglasville and binding upon respondents.

5. **Availability of Electronic Documents:** This document and all accompanying attachments and background information referenced herein will be distributed by electronic means. Any responding party accepts full responsibility to ensure that it is responding to the correct version, including any addenda issued by the DCEDA. The proposer acknowledges and agrees that in the event of a conflict between the RFP in the respondent's

possession and the latest version maintained by the DCEDA, the version maintained by the DCEDA shall apply. This RFP document and all attachments can also be obtained by contacting Christopher Pumphrey via e-mail using the above address, or by visiting the DCEDA web site at

www.developdouglas.com/town-green

6. **Property Inspection:** As a courtesy, any interested party who wishes to conduct a site inspection/visit is asked to contact the DCEDA by phone at 678.838.3665 or by e-mail during normal business hours. DCEDA and City officials wish to be informed of any inspection of the subject property. DCEDA staff will be available by appointment to accompany proposers on property inspections conducted during normal business hours between and including the dates of **October 23 to December 11, 2020.** Proposers requesting a site visit are asked to coordinate their teams so that all needed information can be gathered in a single inspection.
7. **Inappropriate Contact:** All respondents and/or representatives of respondents are requested **NOT** to contact any elected or appointed City officials, employees, DCEDA members or any third-party representatives of the City on any matter pertaining to this RFP, aside from the contact person designated above. Attempts to make inappropriate contact and/or influence the evaluation of proposals may result in disqualification of your proposal.
8. **Submission Requirements:** Each proposer is responsible for the costs of preparing and submitting responses to this RFP. Requested contents of submissions are outlined in Section IV and the failure to respond fully to those requirements may result in disqualification. Submissions must be signed by a principal of the respondent with the authority to enter into a development

agreement or contract with the DCEDA or in the case of joint proposals, a single individual that is designated to speak for and serve as the primary point of contact for the joint venture/partnership. By submitting a proposal, each respondent acknowledges and agrees that their submission will become the property of the Douglas County Economic Development Authority and the City of Douglasville for their respective use, without compensation.

9. **Packaging of Submissions:** RFP responses must be sealed and clearly marked identifying the following information on the front of the package:

Douglasville Town Green – RFP Response

Respondents are requested to submit one (1) paper copy with original signatures and one electronic copy in PDF file format either included within the submission package or delivered separately via e-mail. Respondents are also asked to include a table of contents/index and to organize their presentation into sections which correspond to the order of requirements indicated in this RFP (See Section IV). Only delivery of the sealed submission package by the specified date and time (not electronic copies submitted via e-mail) will be considered responsive to the deadline. If there is any discrepancy in the contents of the submitted paper and electronic versions, the DCEDA shall rely upon the signed original when evaluating the Submission.

10. **Representations of the Proposer:** By submitting a Qualification Statement to the Douglas County Economic Development Authority, the proposer acknowledges, represents and warrants that: (a) it has read the entire RFP and acknowledges and accepts its terms and conditions; (b) the signatory to the proposal is the respondent (or respondent's duly authorized agent or employee

with authority to bind the respondent); (c) any information or disclosure provided in the response is an accurate representation as of the submission date; and (d) it agrees that it will voluntarily notify the DCEDA immediately if any information or disclosure provided to the DCEDA or City of Douglasville during any part of the evaluation process changes, is no longer accurate or would be misleading.

11. **Evaluation Process and Criteria:** Upon receipt and review of the proposals, the DCEDA, at its sole discretion, shall determine which respondents meet or exceed the minimum qualifications and rank respondents in order of qualifications. Submissions will be reviewed by an Evaluation Committee consisting of elected and/or appointed DCEDA/City officials and City professional staff with expertise in real estate development and related issues. The Committee will conduct an evaluation of the submissions using the following general criteria:

- a. Experience of the Developer/Development Team in successfully executing comparable mixed-use communities in walkable, in-town settings and which possess characteristics described in the City's objectives for this property,
- b. Composition and qualifications of development team members, professional staff and consultants assembled to execute the development,
- c. The applicability of the proposed development vision and program; compliance with and achievement of the City's stated objectives and the usefulness of comments, insights, recommendations, and approach to develop the site,

- d. Evidence of the financial capability of the developer/team to contribute equity and secure necessary debt financing to execute the Project,
- e. The applicability of financial references and the input received from those references; and
- f. The attractiveness of the proposed framework for negotiating financial compensation.

Upon completing its review of written submissions, the Evaluation Committee will notify each respondent in writing with respect to whether their submission was complete, whether the submission satisfied minimum qualifications and whether the Committee will consider the proposal further. Before completing its review, the Evaluation Committee may at its discretion submit additional questions to or invite respondents to make oral presentations to the Committee before making a final determination. Proposers should expect that the Evaluation Committee will take a minimum of 30 days to complete its work depending on the number and quality of proposals received.

12. **Insurance Requirements:** Respondents are advised that the proposer selected to undertake the Project will be required to maintain in effect during the term of the Agreement, at their sole expense, usual and customary insurance coverage with appropriate coverage limits. In general, the DCEDA will require evidence of the following types of insurance: (a) Commercial General Liability, Bodily Injury and Property Damage, including Contractual Liability and Products/Completed Operations Liability; (b) Georgia Statutory Workers Compensation coverage and Employers Liability; (c) Automobile, Bodily Injury and Property damage Liability; (d) Professional Liability and (e) Builders Risk. The City of Douglasville must be listed as an Additional Insured on all policies as applicable. These coverages must be secured from insurers and on forms of policies acceptable to the DCEDA/City

Figure 3: O'Neal Plaza (above), adjacent pedestrian improvements and the Conference Center (right) built in 2013 are examples of recently completed public investments in Downtown Douglasville.

and include provisions that such insurance cannot be canceled, nor limits reduced, without at least thirty days prior written notice to the DCEDA. The selected developer will be required to provide certificates of insurance as evidence that all such insurance is actually in effect prior to commencing work and while work is ongoing, provide like evidence of the extension, renewal, or replacement of expiring or lapsing policies at least 30 days prior to such occurrences, until all work has been completed.

13. **Rejection of Submissions, Cancellation of RFP or Waiver of Technicalities:** The DCEDA reserves the right to reject any Proposal or all of the Proposals, to waive any technical defect in a Proposal or to cancel this RFP at any time.



SECTION III: Project Background and Site Information

A. Background and Summary of Previous Planning Initiatives

The City of Douglasville has had a consistent, longstanding commitment to support the revitalization of its downtown business district, starting with placing much of the City's commercial center on the National Register of Historic Places in 1989. The City has also invested substantial resources over the past two decades to support downtown development, including building a 40,000 SF conference center and parking garage in 2013, improving streetscapes and outdoor amenities adjacent to the City's administrative offices across from the conference center and most recently, by acquiring the 10-acre former Douglas County Jail for construction of a new public park/civic space and supporting commercial and multi-family development.



The broad economic/market forces impacting Downtown Douglasville as well as the goals, redevelopment opportunities and proposed public improvements needed to revitalize the area, have been addressed in prior studies and initiatives undertaken by the City. Several of these earlier study efforts are relevant to this RFP and are summarized below.

- **LCI Study:** Douglasville conducted its first Livable Center's Initiative (LCI) study for the downtown and surrounding area in 2001 and updated that plan in 2011. "The (LCI) plan has established a long-term vision for the study area by promoting pedestrian friendly mixed-use development, enhancing connectivity, ensuring multiple transportation options, and supporting economic growth and a high quality of life." The plan suggests encouraging reuse and rehabilitation of preexisting buildings in addition to infill, mixed use, and transit-oriented development.
- **Opportunity Zone:** The City has recognized the importance of revitalizing and growing commercial investment in Downtown Douglasville by gaining state recognition of an "Opportunity Zone" covering most the Downtown area.
- **Douglasville Comprehensive Plan and City Supplement to the Douglas County Comprehensive Transportation Plan:** City residents made Downtown a priority in the City's 2013 and 2018 Comprehensive Plan Updates. Plan objectives for the Downtown Area focus on maintaining "a pedestrian-oriented center of the community, including history, culture and business that is attractive to visitors, commuters, and residents. Historic properties will be protected as an asset and rehabilitated when possible, and any new development should blend into the historic fabric of the area. Compatible infill development will focus on

providing retail, office, hotels, and residential development targeted to a broad range of income levels. Pedestrian access and open space are encouraged. Streets will be pedestrian-oriented, with safe crossings, slowed traffic, and attractive amenities." The major transportation components of the plan centered on the realignment of SR 92 through the Downtown Area.

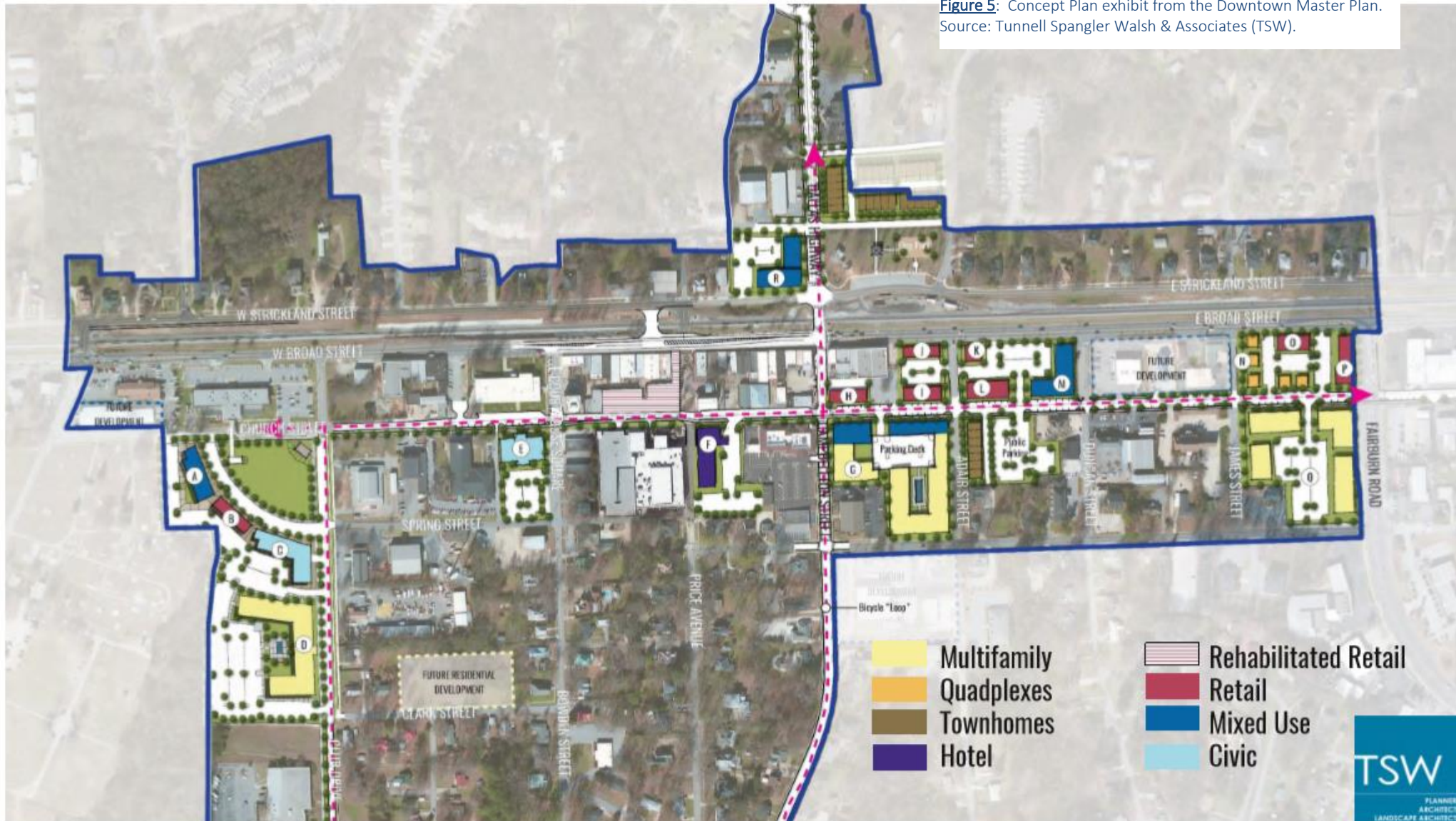


Figure 4: One of two concept plans showing the development of "Town Green" and supportive commercial and multi-family development on the site of the former Douglas County Jail. Source: Tunnell Spangler Walsh & Associates (TSW).

- **Douglasville Downtown Master Plan and 10-Year Strategic Plan:** In 2017 the City created a plan for the City's downtown district that is illustrated on the next page. The Downtown Master Plan outlines an overall vision and set of action items to catalyze redevelopment. If fully implemented, the plan would add nearly 1 million square feet of new development, supported by \$42 million in recommended public improvements. The former Jail site was

one of three priority project sites/recommendations contained in the strategic plan.

Figure 5: Concept Plan exhibit from the Downtown Master Plan.
Source: Tunnell Spangler Walsh & Associates (TSW).



- **North Side Redevelopment Plan:** During the time frame the Downtown Master Plan was underway, the City also engaged a consultant team to address redevelopment strategies for residential areas located to the north of Veterans Memorial Highway, where much of the population served by Downtown Douglasville lives. This study was also intended to identify potential catalyst projects creating by the realignment of SR 92, which is currently under construction. The general locations of proposed public and private investments recommended in this plan are illustrated in Figure 5.

Catalytic Project Areas Are Organized Around the Central Dallas Highway Corridor; Strategy Demonstration Areas are Located Near the Residential Periphery
Figure 62: Catalytic Project Framework

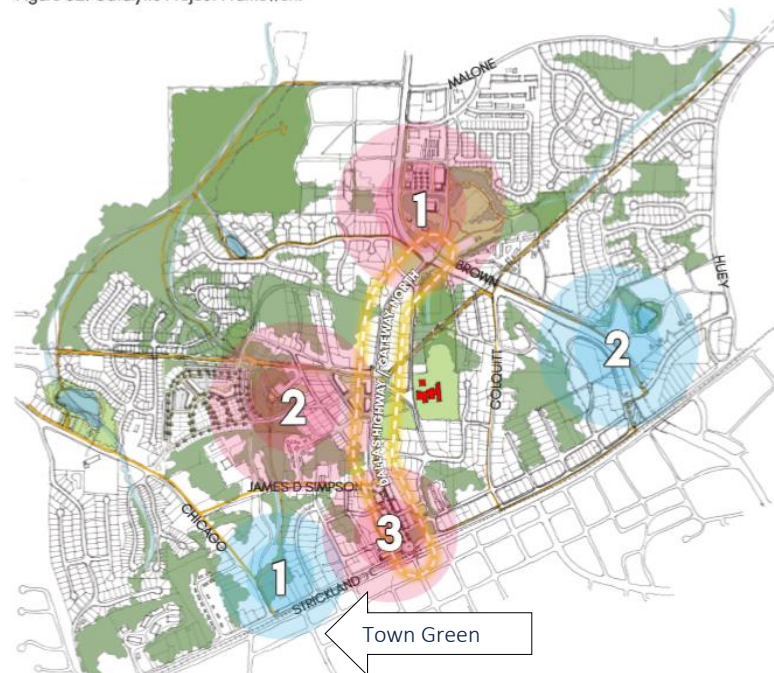


Figure 5: This map identifies the locations of recommended public and private improvements identified in the North Side Redevelopment Plan. Detailed project descriptions and implementation strategies are outlined in the report. Source: APD Urban Planning & Management.

- **Douglasville Redevelopment Plan and Tax Allocation District #1:** The above documents formed the rationale supporting the designation of Downtown Douglasville and surrounding residential and commercial areas as a Redevelopment Area and Tax Allocation District (TAD). The TAD has received the consent of the Douglas County Commission and the Board of Education and is ready to be implemented. Redevelopment of the former Jail site is the highest priority project in the Redevelopment Plan and is expected to be the first to generate and be awarded tax allocation increments for the park and possibly private components.

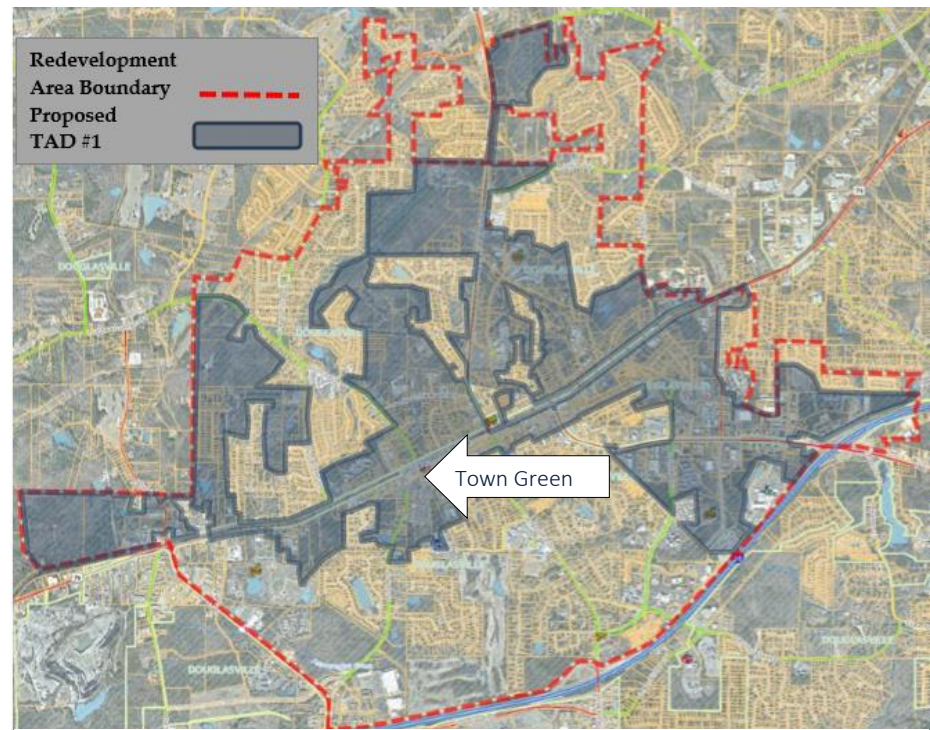


Figure 6: This map identifies the Douglasville Redevelopment Area and boundaries of Tax Allocation District #1. The TAD covers nearly 1,764 acres, including the Project Site and the abutting parcels.

- **“Town Green Design”:** TSW is in the 50% Design Development Phase for the planned Town Green that will become the signature civic gathering space in Douglas County. Interested parties can obtain the full set of schematic plans among the attachments provided with this RFP.



Figure 7: The RFP attachments include a 45 slide presentation which illustrates current progress on the design phase of the new Town Green. Source: TSW

The Project’s current implementation schedule is summarized at right. Demolition, site survey and geotechnical work has been completed and design development drawings are in progress. (Additional design detail will be available for review before proposal submissions are due.) Construction drawings are scheduled to be completed by April and bids issued by the Summer of 2021. Construction is scheduled to be completed in time for event programming to commence in June of 2022.

The scope of the ongoing design work includes provisions for mass grading of the site and the design of a stormwater drainage system to collect and convey stormwater runoff

from Phase I pad site(s) to the existing stormwater system. Utilities will be stubbed near the proposed crescent street for future development. The final scope and timing of the Town Green construction project may be influenced by negotiations with the selected developer for the balance of the site.

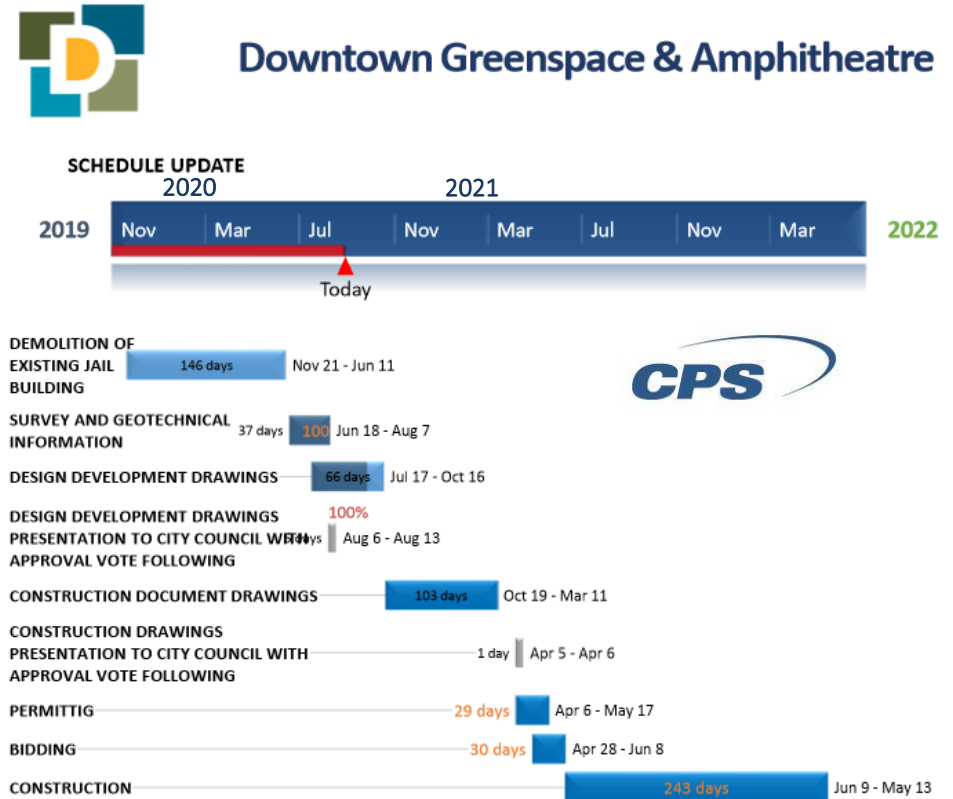


Figure 8: Current Town Green timeline, updated in July. Source: Comprehensive Program Services. CPS is performing construction management services for the project on behalf of the City of Douglasville.



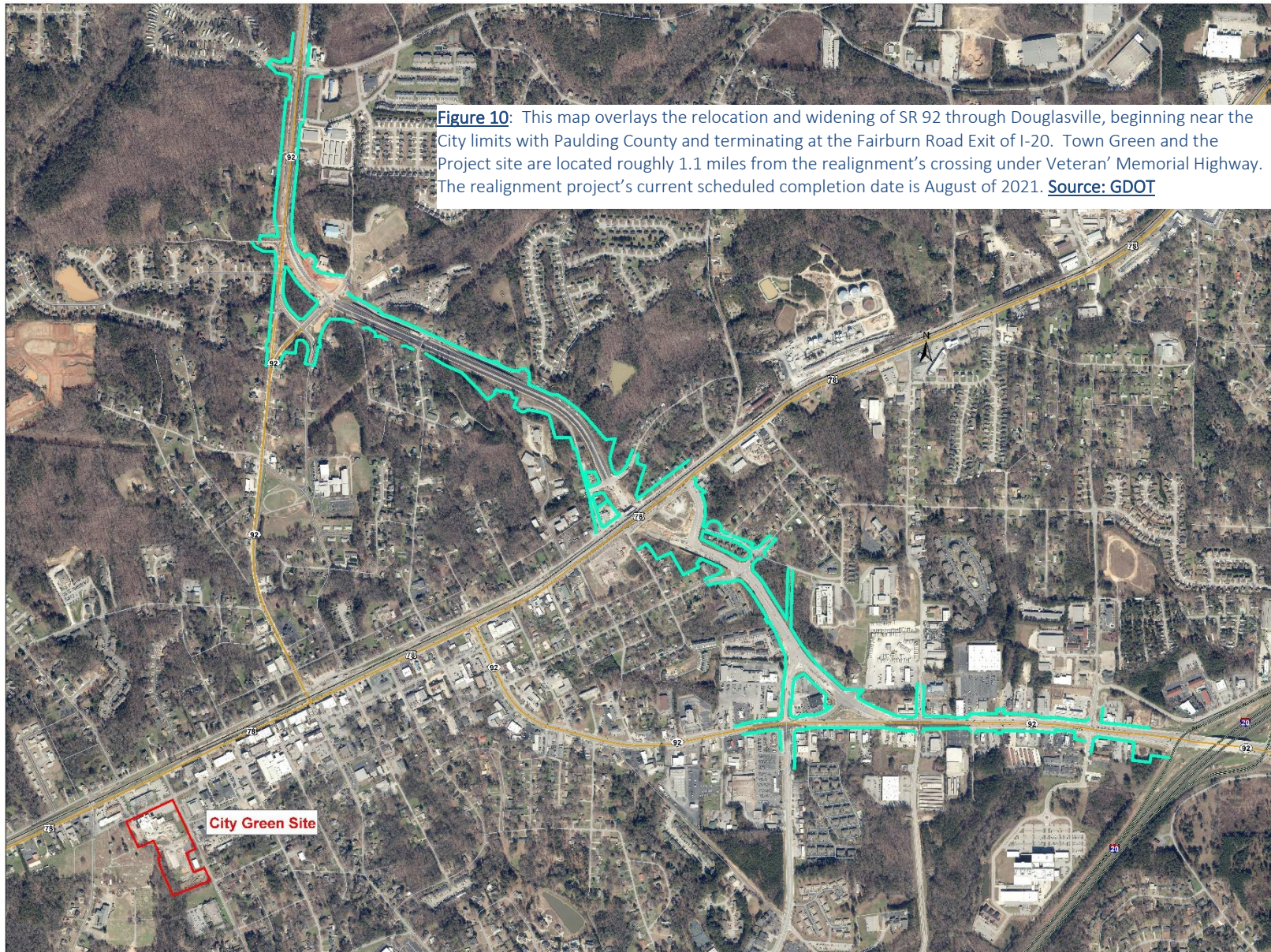
- Douglasville, Douglas County SR 92 Relocation & Widening:**
 GDOT is in process of completing major improvements to SR 92 between Hiram and Douglasville, which includes a three-phased widening and realignment of the corridor through Downtown Douglasville to the intersection of Fairburn Road and I-20. The project began in 2018 and is scheduled to be completed by the third quarter of 2021. Though it will not impact the former Jail site directly, this project is expected to have a significant positive impact on Downtown Douglasville by removing truck traffic, reducing rail crossings, and relieving through-traffic congestion in the Downtown Area. Anticipating the long-term effects of the SR 92 realignment was a major focus of the North Side Redevelopment Plan. The map provide on the next page shows the length of the realigned route through Douglasville.

ENLARGEMENT - AMPHITHEATER BUILDING



The reports described above are useful references for parties interested in responding to this RFP. Copies of those reports, as well as other relevant site information may be downloaded using the following link: www.developdouglas.com/town-green. Respondents interested in obtaining information on the City's Development Code, Zoning Map or other relevant information are encouraged to visit the City's web site. <https://www.douglasvillega.gov/government/city-departments/community-development>

Figure 9: Additional exhibits from 50% Design Development for Town Green, May 2020.
Source: TSW



B. Site Information

A site boundary survey and relevant environmental reports are included among the attachments to this RFP. The tax parcels included in this offering are identified at right, along with a table summarizing relevant tax parcel data downloaded from the Douglas County GIS. As noted, most of the buildings shown in the aerial photograph have already been demolished. The approximate boundaries of Town Green and adjacent “Phase I” development area illustrated in Figure 2 are overlaid on the Map. As previously noted, the indicated boundary of Phase I is conceptual and subject to change.

Douglas County has retained the parcel at 8595 Club Drive (shown below) and continues to occupy a 4,500 SF building and communications tower on the southeast corner of the former jail site. That building currently houses the County’s E911 call center.



Figure 11: Google Earth street view of Douglas County’s E-911 call center and communications tower at 8595 Club Drive.

The County is open to studying the future relocation of the E-911 call center and/or communications tower if suitable alternative site(s) can be identified and the County is adequately compensated for relocation costs. The City is also open to negotiating terms to obtain the parcel and participate in its acquisition cost, including using SPLOST funds as a potential payment source.



TAX_PARCEL_PIN	0016015A014	0016015A016
ADDRESS	6840 CHURCH ST	8595 CLUB DR
ACRES	8.21	0.59
OWNER	City of Douglasville	Douglas County
2019 FULL VALUE		
LAND	\$1,379,200	\$14,700
BUILDINGS	\$21,916,200	\$549,000
ACCESSORY IMPR.	\$46,700	\$17,800
TOTAL VALUE	\$23,342,100	\$581,500
DESCRIPTION	Jail Facil-5 (14 bldgs)	Office & Classroom
Tax Exempt	YES	YES
BLDG_SQ_FT	118,010	4,500
YR_BUILT	1970 - 2000	2006

Figure 12: This map identifies the tax parcels which make up the former Douglas County Jail site. (The Project site includes parcels identified as A018, A019 and A020.) Douglas County transferred all but 0.59 acres to the City of Douglasville in July, 2018.

Source: Douglas County Tax Assessor.

A decision to assemble this parcel into the redevelopment site will depend in part on whether the long-term economic and fiscal benefits to the City, and the Project's resulting improvement and increased taxable value, justifies the additional site assembly cost. While it is believed that alternative locations are available, the County has not yet studied this issue. The feasibility, cost and timing of a possible relocation of County facilities off-site therefore remain unknowns at this time.

The City of Douglasville would not expect the selected developer to assume responsibility for, or to incur the cost of acquiring and relocating County facilities, beyond discussing reasonable compensation for the contributory value of the land. While proposers should consider the possibility that the County parcel will remain in active public use long term, the City prefers to receive proposals that maximize respondents' creativity and vision for the development opportunity presented by the entire site. Respondents are encouraged to assume that the 0.59 parcel will be made part of the Phase II development and discuss options in the event that does not occur.

A recent topographic and boundary survey is included in the RFP attachments and should be used for planning purposes. The City also has limited flexibility to adjust the western property line with the adjacent cemetery if needed to improve the site plan. Both the County and AT&T have also expressed a willingness to discuss conveying a portion of their respective abutting parcels to enlarge the development site. Proposers are therefore encouraged to explore and discuss options to expand the site's boundaries to enhance their projects. A larger aerial view identifying potential site expansion opportunities, as well as possible future phases, is provided on the next page.

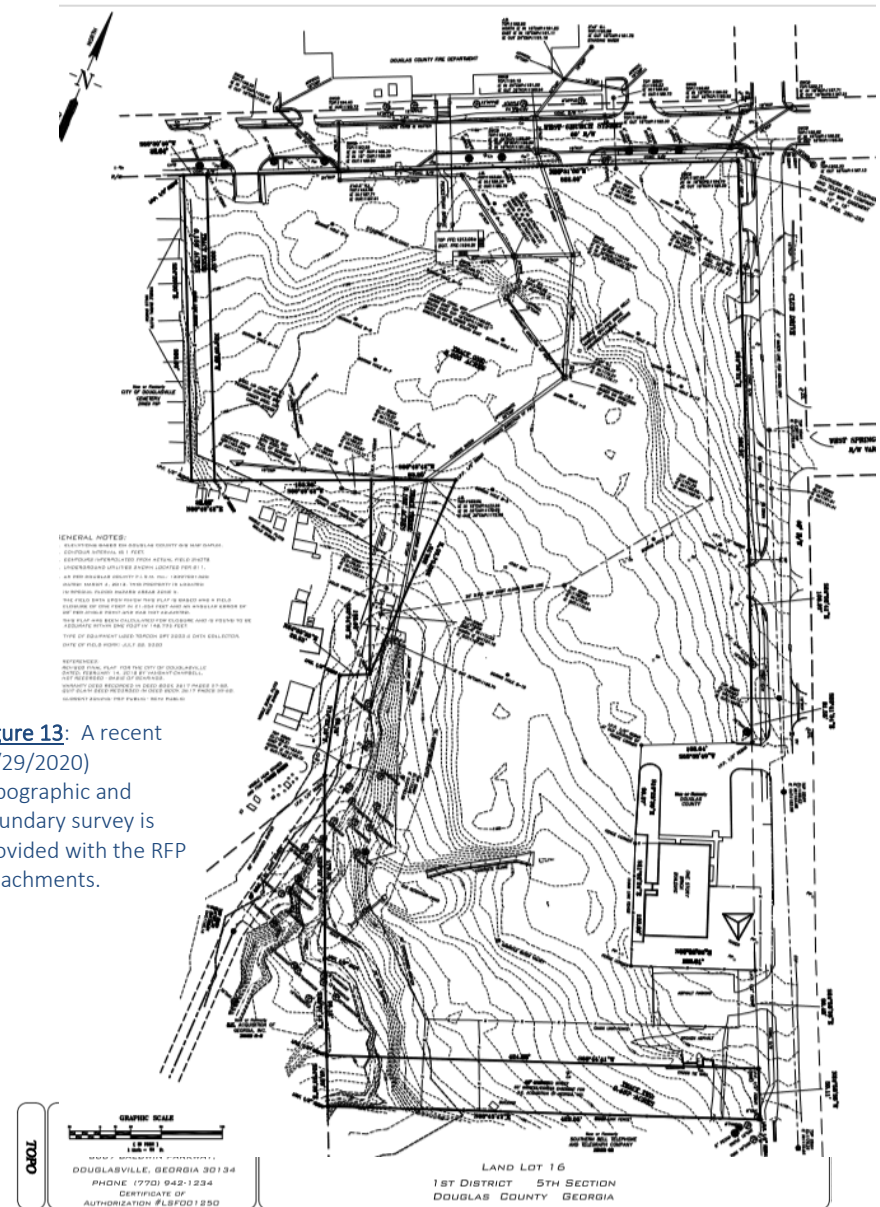


Figure 13: A recent (7/29/2020) topographic and boundary survey is provided with the RFP attachments.

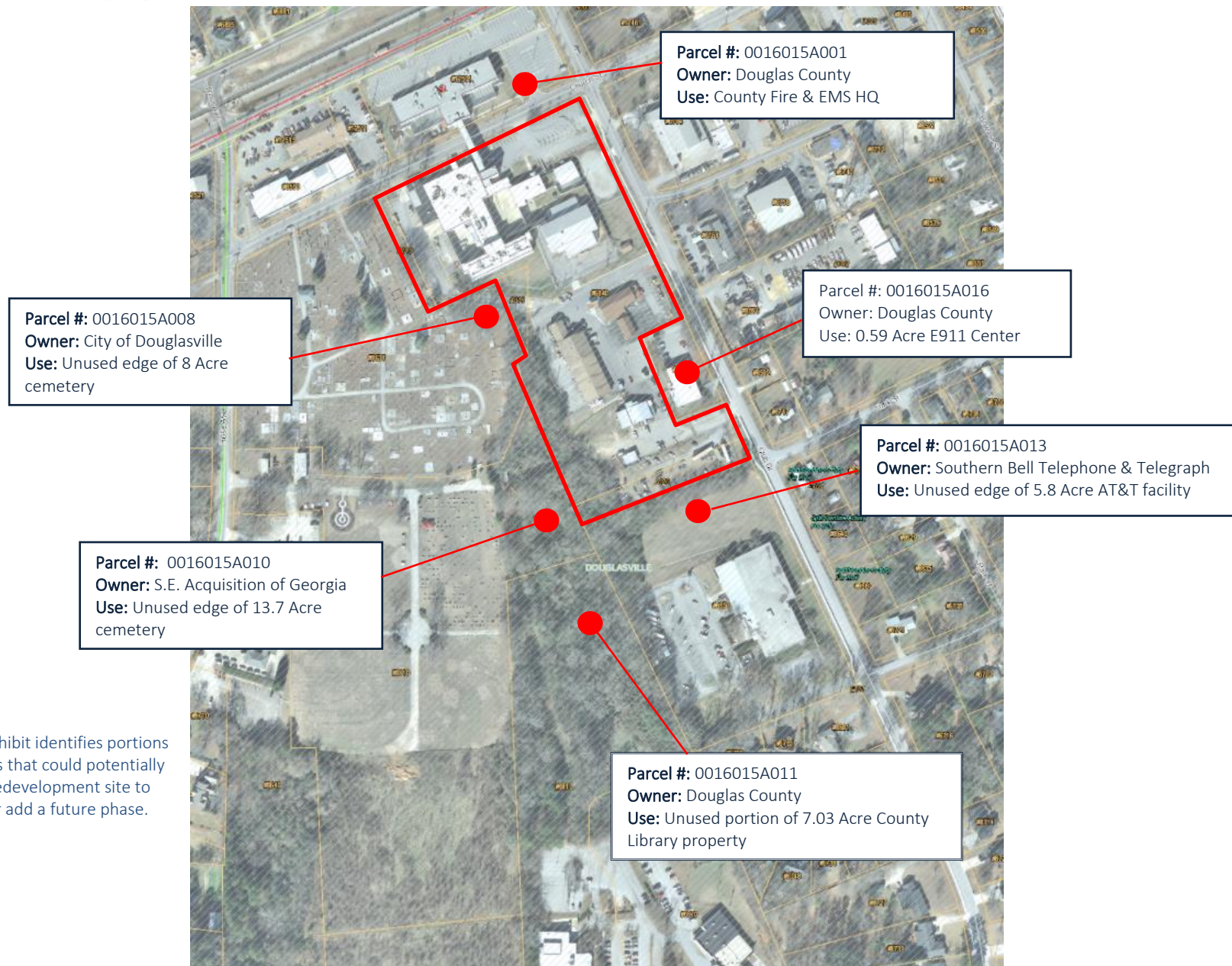


Figure 14: This exhibit identifies portions of abutting parcels that could potentially be added to the redevelopment site to enlarge Phase II or add a future phase.

C. City Redevelopment Objectives

The City's stated redevelopment goal for the site is a mix of commercial uses fronting the new Town Green, with additional residential development included in Phase II. The initial (pre-COVID) concepts called for restaurant and retail-oriented ground floor uses, with upper floor office space or residential units in 3 or 4 buildings, supported by surface parking. Desired uses would complement and enhance the public space at Town Green and benefit from proximity to future programming at that amenity. The City's objective is to create a destination amenity that will attract other commercial and residential investment to Downtown Douglasville over time.

Phase II is expected to provide additional residential units and possibly limited office space accessed from Club Drive. Proposed housing, whether for-sale or rental, is preferred to be market rate and primarily designed to attract young professionals and active adults. Affordable and/or elderly housing would be considered but ranked lower than market rate options. The project should be of high quality and include design amenities intended to appeal to demographic groups who are attracted to in-town living and will support a vibrant downtown business district.

For economic reasons, initial jail site concepts developed for the Downtown Master Plan in 2017 and 2018 did not require or assume the inclusion of structured parking to increase density. Given recent market uncertainties created by COVID 19, the City understands that early development concepts for the Jail site, while preferred by residents and stakeholders in 2018, may no longer be optimal or economically viable. Concepts illustrated within this RFP and accompanying attachments are provided for information purposes and guidance regarding community preferences at that time. However, the City is open to considering other options and proposers should not be constrained by either the building footprints, land uses,

or square footage estimates included in prior plans. The City will favorably consider higher density options, supported by structured parking, if those options can be accomplished at a reasonable public cost.

D. City Development Incentives and Terms

When it acquired the former jail from Douglas County, the City Council's intent was to finance the Town Green project using SPLOST funds and issued debt. Revenues from the sale of abutting pad sites, or tax allocation increments generated from future development were not critical to the park's financing. However, the combination of rising construction costs, the negative impact of COVID 19 on SPLOST and other City revenues, plus future uncertainty over the length and severity of the resulting economic downturn, have adversely impacted the City's near-term budget outlook. Receiving some form of compensation for development rights and/or future property tax increments via the TAD, will be much more important to the City Council's final decision on when to begin and how to finance construction of the Town Green. Selecting a master developer and structuring a development agreement for the balance of the former jail site are now central to that decision process.

Considering these changing economic circumstances, the City/DCEDA are open to negotiating the following points with a potential development partner:

- **Ownership and Control:** The City has full control of Phase I and can convey the Project site to the selected developer using the DECDA as a conduit. As previously noted, Douglas County has retained a small parcel and building located near the southeast end of the site, which it intends to continue using in the near term. The need and timing to acquire the County's parcel depends on the selected proposal. The City and County will negotiate terms

for acquiring that parcel, if needed, subject to the County's identification of a suitable alternative site.

- **Flexible Compensation Terms:** The terms of a purchase contract for City-owned property are open to negotiation. The City would consider an up-front purchase of the entire assembly, a phased take-down or combination thereof. The DCEDA/City will select a developer who offers the best combination of quality product and compensation terms which, in the City's sole judgment, best accomplish long-term redevelopment objectives for Downtown Douglasville. These terms may or may not reflect full market value.
- **Tax Allocation District (TAD) Financing:** The City will be required to dedicate a portion of future TAD proceeds from the development toward future debt service payments on the Town Green. That public investment will, however, include valuable parking, stormwater and other on- and off-site improvements that should significantly lower the developer's Phase I site development costs and mitigate the need for additional TAD proceeds to directly subsidize other project components. The City and its TAD Advisory Committee will, however, be open to receiving an application for TAD funds from the selected developer, in accordance with established policies and procedures, IF the uses and financial justification for said funds are shown to be necessary, produce added public benefits or generate increased property tax increments to offset the requested TAD payment.

SECTION IV: Proposal Contents

This RFP is seeking responses from qualified developers who are interested and experienced in building sustainable, walkable in-town developments or communities. In this context, the terms "Developer" and "Developer Qualifications" apply to the development entity itself and the proposer's professional team assembled to execute the project.

The City is seeking a developer and supporting professional team that possesses the strongest combination of the following qualifications and experience.

- A successful track record in developing historically sensitive, innovatively designed commercial and/or mixed-use developments in "in-town" settings, particularly in smaller cities and suburban counties,
- Experience in developing quality market rate for-sale or rental housing in walkable settings comparable to Downtown Douglasville,
- Experience in developing projects involving public-private partnerships and/or in locations with intense community and stakeholder interest,
- Experience in developing projects that have demonstrated proven market acceptance and resulting positive impacts in attracting investment to nearby properties, and
- Evidence of a strong financial position, access to bank financing and a well-performing current project portfolio.

Proposals must address the four subject areas described below. While the requested contents are described in each section, the organization of the proposal and level of detail provided are left to the proposer's discretion. Respondents are encouraged to be concise and limit the body of the proposal to 20 to 25 pages if possible. The proposal may be organized to provide supporting information, such as resumes or project descriptions, in an appendix.

1. **Section I – Cover Letter:** Responses should include a cover letter that introduces the respondent's company, the assembled professional team, and the firm's areas of expertise. The letter should:

- a. Include the name, address and telephone number of the firm and the person who will serve as the DCEDA's primary point of contact during the evaluation phase,
- b. Identify the organizational structure of the firm or team, as well as the names and addresses of key principals. List the composition of the development team,
- c. Outline the team's professional qualifications and experience in development, financing, and marketing of comparable residential communities,
- d. Summarize why the firm is interested in this project; and
- e. Be signed by an authorized representative with the authority to negotiate with the DCEDA/City and commit the Proposer or the Proposer's team to a development agreement if selected.

2. **Section II – Proposed Development Vision and Program:** Describe the overall vision and recommended development program for both Phases I and II. This may be based on the site plan already prepared and provided and with the RFP or reflect the proposers'

additional thoughts and analysis. The DCEDA/City recognizes the potential need to reevaluate site development options post COVID 19 and encourages respondents to explore and offer reasonable alternatives. At minimum, this section should provide a description of the proposed project that includes:

- a. A conceptual site plan and estimated building square footages and/or unit counts,
- b. Illustrations and estimated price ranges (or rents) for proposed units to be offered including photographs, renderings, or floor plans as applicable,
- c. A preliminary estimate of the total construction cost and end value of the development (for TAD financing purposes),
- d. Discussion of alternatives if more than one concept is under consideration (i.e. a multi-family component), and
- e. A suggested phasing plan/schedule for the overall development.

3. **Section III – Development Team Experience:** At a minimum, this section must contain sufficient information to enable the DCEDA to identify and understand the identity of the proposer. Provide the complete legal name, the location of the respondent and the names/locations of all legal entities that comprise the respondent if proposing as a team. Also provide brief history and describe the legal structure of the entity. In the case where the respondent is a partnership, joint venture, or affiliation of two or more firms, please provide information for all participants and the nature of the relationship. This should include a brief description of the respective roles, rights, and responsibilities of the parties. If applicable, the respondent should include a statement and/or organizational chart that clearly identifies the level of authority vested to each member within the team's management structure

to make decisions. In addition, this section should address the following:

- a. **Relevant Projects:** The DCEDA would like respondents to describe their relevant experience with developments that are most comparable to this Project. The DCEDA is interested in projects that were successfully completed or are still in active development, as opposed to planned projects that were never executed or are still pending. “Project experience” listed in this section should also prioritize developments executed by the proposer over projects attributable to members of the consultant team. The DCEDA is also more interested in receiving detailed descriptions, focused on a few highly relevant and more recent project examples, than in receiving minimal information on a larger number of examples which are less relevant. For each example cited, discuss why it relevant to Douglasville’s situation. Also describe the specific role of the respondent and or the responsible team member in executing the project, the specific location, development value of the project and the year in which it was completed or is planned for completion.
- b. **Personnel:** Provide resumes of key personnel, including the persons’ name, title, relevant experience, professional background; education and current and past employment. Provide an organizational chart of the respondent’s management structure. The organizational structure must clearly identify the management team, and the roles of the associated individuals/firms.
- c. **Consultants and Subcontractors:** Use this section to identify relevant architectural or engineering consultants, legal and/or financial advisors, contractors, or subcontractors the

respondent may have recruited to assist in executing the Project. The DCEDA does not require respondents to identify their entire consulting team in advance of being invited to the next phase. However, this section should communicate that the proposer understands and will acquire sufficient technical expertise to work through permitting, engineering and coordination challenges associated with this project. The format for presenting the qualifications of consultants should follow the same general format as used for the developer.

- d. **Financial Capability:** The respondent is expected to provide sufficient information to provide the DCEDA with confidence in the proposer’s financial capability to undertake and successfully finance the Project. If the respondent is a partnership, joint venture or newly formed legal entity, financial information should (at minimum) be provided for the entity or individual(s) that own and control a majority equity interest. Failure to provide adequate evidence or supplying unsupported statements will be interpreted as an admission of inadequate financial capacity. One or both of the following items would be considered acceptable evidence to be submitted with the RFP Response:
 - o A letter provided by and containing the name and phone number of a commercial bank and/or institutional partner who can attest to the respondent’s capability to absorb predevelopment costs and access financing to undertake the project.
 - o A letter from the respondent’s accountant or auditor who can attest to the Respondent’s financial position and stability.

- b. **Disclosures**: Should the Proposer be aware of any conditions or significant contingent liabilities, such as guaranteed loans or other obligations which could affect the Proposer's ability to obtain financing for this Project, this section should contain a disclosure statement that describes the applicable terms. Proposers are also required to disclose any outstanding business relationships or disputes with the following entities.

The DCEDA
The City of Douglasville
Douglas County Government, and
Any other relevant agencies and organizations.

Describe any other outstanding disputes involving the respondent which the DCEDA should be made aware.

4. **Section IV–Conceptual Financial Structure**: As previously noted, the City has significant flexibility with respect to disposition options and methods of compensation for the City owned property. The City also has flexibility to offer financial and other development incentives which can positively enhance the project's financial feasibility. The DCEDA ultimately seeks a financial proposal which provides fair compensation to the City, while maximizing the value of the resulting development and its positive economic and fiscal impacts on Downtown Douglasville and the City as a whole. While it is obviously premature to request or expect detailed offers at this stage, the DCEDA is requesting the following financial information:

- a. Provide a preliminary proposal or conceptual framework for determining compensation for the real estate and the timing of compensation,
- b. If applicable, discuss the potential need for TAD proceeds and/or other City incentives that may be needed to make the Project financially feasible, including a preliminary estimate of

the amount and a description of the methodology used to derive that estimate, and

- c. List any terms and conditions, if selected for the project, and provide a timeline for conducting due diligence and submitting a financial proposal.

The scope of this section should address key deal points the proposer would see as necessary to commit financial resources to due diligence, and outline steps following due diligence, assuming that findings are favorable. The DCEDA/City recognize that this discussion is intended to serve as a starting point for negotiation, if selected, and may be amended.

Proposers are encouraged, but not required, to include a general form of agreement illustrating the content of a propose financial structure that could serve as a template if selected to undertake the Project. This may be in the form of a draft document, examples of similar agreements executed with other parties, or a narrative discussion of the main contents of such an agreement.

SECTION V: Attachments

All documents referenced in this RFP are available electronically and can be obtained by following instructions outlined in Sections II-4 and II-5.