

RIVERSIDE REDEVELOPMENT RFQ

37.88± ACRES

12.42±
ACRES



ISSUED BY

**SOUTH COBB
REDEVELOPMENT
AUTHORITY**

southcobbdevelopment@gmail.com

www.cobbcounty.org/community-development/planning/south-cobb-redevelopment-authority

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OPPORTUNITY

Background

The South Cobb Redevelopment Authority (SCRA) is seeking qualification-based proposals from experienced mixed-use developers interested in establishing a partnership with the SCRA to develop a transformative community* that may include:

- various forms of residential offerings, including affordable/mixed income, multifamily housing, senior housing
- medical office
- retail
- other commercial offerings
- a potential local government or community office
- location other community-centered public spaces

The proposed development is to occur on SCRA-owned property of 50.3± ac located at 490 Riverside Parkway, Austell, GA (the “Property”). The preference is for a master developer that:

- has a proven track record of residential and mixed-use development
- demonstrates the vision, capability and financial resources to deliver an innovative, phased mixed use project
- is committed to Minority Business Enterprise (MBE) participation and engaging the local workforce to deliver the development
- demonstrates an understanding of the South Cobb community and its needs, as well as the unique attributes and opportunities of the development site and surrounding neighborhoods
- will help advance the SCRA and the South Cobb community’s goals around community building in a way that allows the selected partner to create an innovative development while achieving desirable financial returns
- will timely develop the Property (or portions thereof), as awarded

Alternatively, the SCRA has received interest from other desirable uses at the Property that are not necessarily residential or mixed-use in nature but include development options that offer job creation. These uses are also encouraged to express interest in all or a portion of the site that could be included in a larger mixed-use context.

SCRA plans to advance a number of important goals through the development and use of the Property. SCRA reserves the right to incorporate a local government or community office space component into the overall redevelopment of this site or to procure it separately for execution on a designated portion of the site acreage.

Should interested parties demonstrate the potential to execute appropriately and meet the SCRA’s standards, the highest-quality responders to this RFQ will be chosen for an interview. Following the interview process, one or more firms will be chosen to provide a detailed development proposal. The SCRA will then have the ability to choose a potential partner to enter into an exclusive negotiating agreement for the site if an appropriate development strategy is received.

* Property zoned PVC, Planned Village Commercial, subject to site plan approval by the Cobb County Board of Commissioners

Background (cont.)

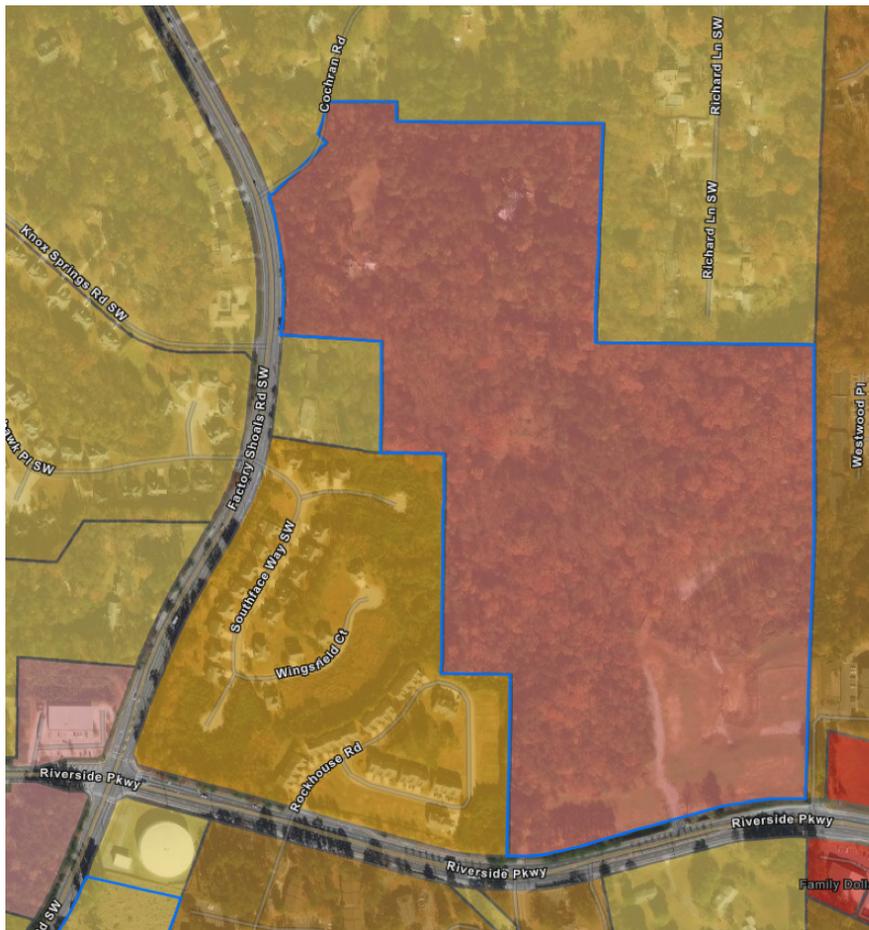
At the ultimate conclusion of this process, SCRA reserves the right to award the right to purchase and/or develop all or a portion of the Property to one Offeror, or to the extent practicable, to award the right to purchase and redevelop/develop distinct portions of the Property to separate Offerors.

Address

490 Riverside Parkway & 7001 Factory Shoals Road Austell, GA 30168

Site Context

This strategically located 50.3 ± acre redevelopment site is located 0.5± miles northwest of I-20/Riverside Parkway Exit 46A. Redevelopment alternatives include single family, affordable/mixed income, multifamily housing, senior housing, medical office, retail with a potential for local government or community offices. The site is located in South Cobb, a diverse and easily accessible area of Cobb County, within 1.5± miles of Six Flags Over Georgia, a 290-acre theme park and 6.5± miles of Mable House Barnes Amphitheatre. The 50.3± acres are also located within 12± miles of Downtown Atlanta, 14± miles of Cumberland/Galleria/Vinings and 17± miles from Atlanta's Hartsfield-Jackson Airport.



Site overview shown above, provided by Cobb County. The Property is outlined in blue.

RFQ PROCESS

RFQ TIMELINE

Activity	Date	Time
RFQ issued	July 6, 2020	
Deadline for questions	July 17, 2020	5 p.m. ET
Deadline for posting answers	July 24, 2020	5 p.m. ET
RFQ submission received by	August 7, 2020	5 p.m. ET

SUBMISSION INSTRUCTIONS

Please limit submission to 20 pages, not including appendix items.

Submission materials must be submitted in electronic format via email to the South Cobb Redevelopment Authority (SCRA) at: southcobbdevelopment@gmail.com.

QUESTIONS

Please submit any questions related to the RFQ process to:
southcobbdevelopment@gmail.com.

Questions in relation to the Property described in the RFQ should be directed to the SCRA's listing agents below:

- James Pitts, Kellogg Partners (404) 229-4801 / jpitts@kellogg-partners.com
- Dan Buyers, McWhirter Realty Partners, LLC (770) 596-2629 / tdb@mcwrealty.com

REQUIRED SUBMITTAL INFORMATION

Qualified developers are invited to submit detailed submittals relevant to developing 490 Riverside Parkway based on the selection criteria outlined in this document. Submittals will be reviewed by the SCRA's real estate advisors and a SCRA subcommittee and recommended to the full SCRA Board.

Responses to this RFQ will conform to the following guidelines and include the following components:

Section 1 - Cover Letter

Include name(s) of the person(s) authorized to represent the respondent in any negotiations, contact person's name, mailing or street addresses, phone and fax numbers and email address. A legal representative of the respondent who is authorized to bind the respondent in contractual matters must sign the cover letter.

Section 2 - Project Description

This section shall provide a narrative summary description of the proposed Project. The narrative description shall highlight how the project meets requirements and select preferences as described herein. Innovative mixed-use housing concepts that include some combination of single family/townhome residences, senior housing, workforce housing, high tech office-industrial, medical office and other concepts that offer job creation are desirable. Strategic retail space delivered in phases that responds to increased demands generated by a growing local area, new housing and development is a desired possibility. Please detail number and type of residential units, commercial buildings whether offered for sale or for lease, including square footage and number of floors, green space, parking provisions, phasing, circulation, type, concept and building design objectives should be addressed.

REQUIRED SUBMITTAL INFORMATION (cont.)

Section 2 - Project Description (cont.)

A project that stimulates future economic growth, corridor redevelopment and neighborhood prosperity is desired.

Section 3 - Plans

This section shall provide a conceptual site plan. This plan could be as simple as a bubble diagram and does not need to be professionally produced but may be used to supplement concept information.

A design narrative (no more than five pages) is required that explains the proposed design aesthetic, community and cultural inclusion, sustainability features and innovative concepts and may include design imagery. Ongoing commitment to community outreach and engagement is required and must be demonstrated in the proposal.

Section 4 - Project Schedule

This section shall include a project completion schedule including start and completion dates and other key dates as identified for action. The proposal must include the time period by which this project will be initiated and projected for completion. A phased approach will be considered. The South Cobb Redevelopment Authority desires a projected start date within the first quarter of 2021. However, project schedule can be discussed with the South Cobb Redevelopment Authority Board.

Section 5 - Overview of the Organization and Its Services

This section shall give a summary of the respondent's services and financial stability and relevant projects. Include firm history, including years in business, locations, size and growth. Include examples of relevant projects completed by the organization. Include information regarding any pending or recent lawsuits against the organization, its officers or employees. If the proposal is submitted by a lead organization on behalf of several partners, provide similar information for each partner.

Section 6 - Professional Qualifications

This section shall include the full name and address of your organization and, if applicable, the branch office or other subordinate elements that will perform, or assist in performing, the work. Indicate whether it operates as an individual, partnership, limited liability company or corporation. This information shall be provided for all organizations participating in the development of the Property. If the proposal is submitted by a lead organization on behalf of several partners/members, list all key partners/members and their respective roles in the proposal. Identify the technical expertise that makes the organization(s) qualified for this work. Diversity of the project team is strongly preferred.

Section 7 - Prior Experience

This section shall provide a description of other commercial, residential, or mixed-use projects completed, including project experience with horizontal and vertical development. Include names, title and phone numbers of contact persons from units of government where these projects are located. Include supporting documents to demonstrate capacity.

REQUIRED SUBMITTAL INFORMATION (cont.)

Section 8 - Financial Capacity

This section shall provide a description of the financial capacity of the respondent. At minimum please provide:

- three years of audited or reviewed financial statements for the respondent organization
- an equity letter of interest
- at least two banking references
- a statement describing respondent bankruptcies in the past decade, as applicable
- other appropriate documentation

Section 9 - Project Financing

Include the anticipated time schedule to assemble needed financial commitments, types of financing expected and letters of interest from banks or other sources, if available. Financial partnerships assumed in the proposal (e.g., public/private; nonprofit/profit) must be identified. Detailed identification of likely sources and uses, including innovative approaches to financing, is strongly preferred.

Section 10 - Indemnification

This section shall include a statement that the respondent agrees to defend, indemnify and hold harmless SCRA, its officers, employees and agents from and against all claims, lawsuits, losses and expenses, including attorney's fees, arising out of or resulting from the proposal, the selection process, or the proposed project.

Section 11 - Certificate of Existence

Persons or entities providing proposals to this solicitation shall submit a Certificate of Existence from their appropriate state entity, if responding on behalf of a business entity.

Section 12 - References

Each respondent shall submit a list of at least three references for recent projects. At least one reference from a governmental or other public corporation is recommended, but not required. Each reference must include a point of contact (POC), and email address and a telephone number where the POC can be reached. The reference list shall also include the dates when these projects were constructed.

Section 13 - General Conditions

Proposals must be clear, succinct and not exceed 20 pages, excluding proposal forms and attachment materials. Any pages that exceed the page limitation may not be read or considered. Each page shall be numbered. Please use an 11-pt font or larger, and do not use 11x17 sheets.

All responses will be evaluated on the completeness and quality of the content. Only those providing complete information, as required, will be considered for evaluation.

All proposal materials and attachments will become part of the public file on this matter, without any obligation or liability to the SCRA. All costs incurred in preparation of the proposals to this solicitation, including presentations to the SCRA and/or for participation in an interview shall be borne solely by the respondent; the SCRA shall not be liable for any of these costs. At no time will the SCRA provide reimbursement for submission of a proposal.

Eligible Respondents

Eligible respondents may include one entity or a team, including for-profit and/or non-profit developers. Responses that include several entities must include a lead entity that has demonstrated experience and capacity in the development and management of mixed income housing of similar size and complexity as the proposed development site, preferably within the Southeastern United States within the past five years.

DEVELOPMENT VISION & SITE INFORMATION

SITE VISION

The vision for the redevelopment of this site is built on a background of community and stakeholder engagement, area, site due diligence studies, and the need for a transformative development in the South Cobb community.

Cobb County Government is very supportive of redevelopment in South Cobb and will consider a variety of desirable Redevelopment opportunities and product types.

Proposals should outline the scope and nature of the SCRA involvement in a partnership that the respondent anticipates are necessary for the project to be successful.

ENTITLEMENTS

SCRA and the Purchaser shall work together on the entitlements for this property. SCRA will participate in neighborhood and County zoning meetings supporting a collaborative site design as agreed upon in negotiations. SCRA may facilitate and coordinate with Cobb County on necessary approvals and applications.

SITE HISTORY

South Cobb County has a diverse mix of commercial, industrial and tourism assets, as well as a strong base of single-family and multifamily residential. Area residents enjoy some of the best Commute times to Metro Atlanta's largest employment markets.

The SCRA acquired an older apartment property on 12.5ac in 2015, assisted resident relocation, and demolished all buildings on site in 2016. This portion of the site has been cleared of all buildings and parking lots, grassed, with a temporary detention pond constructed. The site is now fully prepared for redevelopment. In late 2018, the SCRA acquired the adjacent 37.88±ac at 7001 Factory Shoals Road. This property has two residential homes and several storage structures on the land.

Zoning / Future Land Use / Surrounding Properties

The 50.3± acre property was rezoned by the Cobb County Board of Commissioners ("Cobb B.O.C.") on December 20, 2016 to "PVC, Planned Village Community District." Per the Cobb County Code, "The PVC district is established to provide locations and encourage flexible site plans and building arrangements under a unified plan of development rather than lot-by-lot regulation for retail commercial and service uses which are designed and oriented to be self-sufficient neighborhoods making up a community."

Any site plan proposed for the subject property will require approval by the Cobb B.O.C. See minutes, stipulations, and tax plat (for rezoning Z-120 (2016)) in the "Zoning Information" from Cobb County. See also PVC, Planned Village Community District ordinance (Sec. 134-217). The PVC zoning expires or must be renewed five years after the initial designation.

SITE HISTORY (cont.)

Access

Access to the property is facilitated by the I-20 interchanges with Thornton Road (Exit 44) to the west and with Riverside Parkway (Exit 46A) and Six Flags Parkway (Exit 46B) to the east. Interstate 20 is the major east/west artery serving the general market area, providing direct access to Interstate 285 and the Atlanta Central Business District to the east. Interstate 285, Atlanta's Perimeter Highway, is located approximately 5.5 miles east of the subject. Thornton Road is an arterial road, linking to several of Atlanta's westerly suburban areas, Atlanta Hartsfield-Jackson International Airport, and serves as a major commercial corridor for the neighborhood. Within the neighborhood, a network of additional secondary roads and local streets facilitate travel throughout the area.

Topography

Rolling, cleared and grassed after demolition of buildings and parking lots in 2016 of the 12.42± ac property. The 37.88± ac parcel also has rolling topography but is not cleared.

Flood Plain

No portion of the subject tract appears to lie within the 100-year flood plain per FEMA flood insurance rate map panel No. 13067C0214H, effective date March 4, 2013.

Utilities

All public utilities are available.

Schools

The schools that serve the property include:

- Bryant Elementary School
- Lindley Middle School
- Pebblebrook High School (Performing Arts Magnet School)

Proximity to Nearby Major Employment Markets

The Subject Property offers access to most of Metro Atlanta's largest and most significant employment districts.

- 12± miles to Downtown
- 14± miles to Buckhead
- 14± miles to Cumberland/Galleria/Vinings
- 15± miles to Midtown
- 17± miles to Atlanta's Hartsfield-Jackson Airport
- 22± miles to Perimeter

PREVIOUS STUDIES

MARKET CONDITIONS

Bleakly Report

In May of 2020, a Market Use Study for the South Cobb Area was completed by a private consulting firm. <https://www.cobbcounty.org/community-development/planning/south-cobb-redevelopment-authority/development>.

This report assessed the residential and commercial real estate market of the larger Six Flags Special Services District (SSD), which includes the Property, through an evaluation of key demographic and economic characteristics and trends along with an inventory and demand analysis.

Summary of Market Conditions



Shown above is a summary of key market conditions with a one-, two-, and three-mile radius of the Property. With nearly 18,000 households (average income: \$80,000+) nearby, the site is within close reach of a diverse and growing consumer base.

MARKET CONDITIONS (cont.)



Nearly 20,000 automobiles pass by the site on average daily.

PRE-DEVELOPMENT DUE DILIGENCE STUDIES

Working with outside consultants, the SCRA conducted physical site studies to further assess the opportunities at the Property.

Additional due diligence is available upon request:

- Phase One Environmental Site Assessment
- Property Surveys
- Preliminary Geotechnical Study

The SCRA does not warrant or guarantee the accuracy of the Reference Information Documents provided under or otherwise described in this RFQ. Rather, the SCRA is providing the related documents and information for background purposes only and not for any other purpose. Respondents are not relieved of their responsibility – and are encouraged – to make personal investigations of the Property and all such Reference Information Documents, and determine to its own satisfaction the conditions to be encountered, the nature of the ground, the difficulties involved, and all other factors affecting the propriety of purchasing the Property, planning, designing and financing its development or redevelopment, as the case may be, and undertaking any other development or redevelopment activities contemplated by this RFQ or incidental to any other private development activity.

DEVELOPMENT INCENTIVES

INCENTIVES

There are a variety of possible incentives a qualified business or project could receive if they meet the program requirements. These incentives could include, as approved by Cobb County:

- Property tax exemption
- Occupation tax exemption
- License fee caps
- Permit fee caps
- Other local fee caps and tax exemptions

ENTERPRISE ZONE

The site is in a Cobb County Enterprise Zone. A business or service enterprise within an Enterprise Zone could be eligible for a property tax exemption and/or other incentives approved by Cobb County if:

- The business or service enterprise qualifies by increasing employment by five or more new full-time job equivalents in a designated enterprise zone; and/or
- A business or service enterprise's project is new residential construction, residential rehabilitation or other rehabilitation of an existing structure and the value of the improvement exceeds the value of the land by a ratio of five to one.

Responses shall not assume gap financing is available from the public sector, but innovative and realistic financing options are encouraged.

RFQ REVIEW & NEXT STEPS

SUBMISSION SCORING

The SCRA will evaluate submittals received by the deadline, based on the qualifications of the applicant and how well the respondent meets the selection criteria. Should a response demonstrate the potential to execute appropriately and meet SCRA's standards, the highest-quality responders to this RFQ will be chosen and may be invited for an interview. Following the interview process, one or more firms may be chosen to provide a detailed development proposal. The following describes the scoring process for responses to this RFQ:

Experience & Capacity (75 pts maximum)

Development Team Experience

- Prior experience and technical competence of the proposer in completing and managing mixed-use developments of relevant scope, complexity, and magnitude
- Experience in partnering with governmental/institutional agencies to execute transformative real estate development
- Experience in working with the community to garner support for new developments
- Portfolio summary
- Financial standing
- Capacity to work cooperatively with the SCRA and the community in design and development of the project
- Track record of obtaining required financing and permits and ability to complete development of the project within schedule set forth in the agreement
- Letters of Reference

Development Approach (25 points maximum)

- Detailed development narrative description
 - Land use mix
 - Populations served
- Conceptual site plan (does not need to be professionally produced)
- High-level development budget and schedule, with assumptions regarding sources and uses, including innovative approaches to financing
- Community outreach strategy
- Commitment to inclusion and diversity
- Development approach demonstrates alignment with stated vision and goals

SUBMISSION SCORING (cont.)

Additional Administrative Matters

The SCRA strongly encourages all respondents to employ a workforce reflective of South Cobb's diversity. Respondents shall not create barriers to open and fair opportunities for persons to participate in SCRA projects and to obtain or compete for contracts and subcontracts as sources of supplies, equipment, construction and services. In considering offers from and doing business with consultants, contractors, subcontractors and suppliers, respondents shall not discriminate on the basis of race, color, religion, sex, age, nationality, marital status, sexual orientation or disability.

The SCRA is committed to the practice of non-discrimination in the selection of third-parties selected to advance the project, with a desire to reflect diversity in the participation of developers, contractors and subcontractors engaged in the development effort. All respondents shall include specific information on the role of Minority and Female Owned Business Enterprises, if any. Applicants must include copies of MBE, FBE, DBE certifications for the contractors and subcontractors listed in their submittal packages, if any.

General Terms & Conditions

The SCRA wishes to develop an Agreement that appropriately places risk with the party most able to address the issue, to ensure that all parties to the contract are appropriately protected and to maintain their responsibility to serve as an effective steward of public funds while advancing the Project.

- All applicable State of Georgia and federal laws, Cobb county ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the Project throughout and are incorporated herein. The Agreement with the selected respondent, and all questions concerning the execution, validity or invalidity, capability of the parties, and the performance of the Agreement, shall be interpreted in all respects in accordance with the laws of the State of Georgia.
- This RFQ may be canceled or any or all bids or proposals may be rejected in whole or in part when it is in the best interest of the SCRA's or when funding is not available for completion of the services requested under this RFQ. In the event that this RFQ is cancelled, a notice of cancellation shall be sent to all persons, firms, or entities that submitted responses to this RFQ.
- Respondent's status shall be that of an independent contractor, and neither it nor any of its employees or subcontractors is or shall be an agent, servant or employee of the SCRA or Cobb County.
- Respondents shall defend, indemnify, and hold harmless the SCRA and Cobb County against any and all claims, judgments or liabilities to which they may be subject because of any negligence or fault or default by the respondent, its consultants, or subconsultants.
- Respondents shall agree to the Superior Court of Cobb County as the venue in any legal action or proceeding between the respondents and the SCRA or Cobb County.

Organizational Conflicts & Excluded Parties

An organizational conflict of interest exists when the nature of the work to be performed under a proposed contract may, without some restriction on future activities, result in an unfair competitive advantage or impair the objectivity in performing the work. Clarifications may be sought by submitting a letter requesting clarification and stating the reasons why the firm believes potential organizational conflict of interest exists. In preparing this solicitation, a review of existing contracts with the SCRA should be undertaken, and the respondents shall make known any parties that are specifically excluded from participating in this solicitation.

Termination of Contract

The SCRA reserves the right to terminate contract with thirty (30) days' notice if the respondent elects to change any of its key personnel, partner(s), or subcontractor(s) without the express written consent of the SCRA.

SUBMISSION SCORING (cont.)

Insurance Requirements

To be discussed in final negotiations.

Change of Team Members or Key Personnel

Inasmuch as firms and/or teams will be judged based on their response to the RFQ, any subsequent changes to the composition of the team that was rated by the Evaluation Committee may result in a different ranking of the team and/or may result in the firm and/or team failing to be determined to be qualified to perform the work.

In order for a firm/team to remain qualified to submit a proposal, the partners identified in the response to the RFQ must remain on the team for the duration of the procurement process and any subsequent contract award.

Proprietary Information

The SCRA recognizes that material in its possession or in the possession of Cobb County or any other government agency is subject to public examination and copying under the Georgia Open Records Act, O.C.G.A. §50-18-70, et.seq. (The "Act"). Respondent has the obligation to identify proprietary information and trade secrets by clearly marking the documents "Trade Secret" as required by the Act. If the SCRA receives any request under the Act to examine or copy any of the Proprietary Information obtained pursuant to this Agreement, it will immediately notify the respondent of such request and will respond to the requesting party within the time allowed by law, indicating to the requesting party that the information requested constitutes trade secrets and therefore is considered by the SCRA to be exempt from disclosure under the Act. All documents submitted in response to this RFQ, except those exempt from disclosure under the Georgia Open Records Act, will be considered public records once the RFQ process is completed by the SCRA and will be made available to the public upon request.

Ex Parte Communication

Please note that to insure the proper and fair evaluation of a proposal or bid, the SCRA prohibits ex parte communication initiated by a bidder to an SCRA board member or Cobb County official, or employee during the RFQ Submission Period. Communication includes but is not limited to fax, phone call, email and in-person. Communication between a bidder and the SCRA must be directed in writing to the email at southcobbdevelopment@gmail.com.

The SCRA will obtain the information or clarification needed. Ex parte communication may be grounds for disqualifying the offending respondents from consideration or award of a bid or proposal and repeat offenders may be disqualified from responding to solicitations for future projects.

POST APPLICATION PROCESS FOR SUCCESSFUL RESPONDENTS

After reviewing responses to this RFQ and determining the most qualified responses, the SCRA may interview respondents, and then have the ability to choose a potential partner ("Offeror") to enter into an exclusive negotiating agreement for an appropriate site development strategy.

The selected Offeror(s) will be recommended by the selection committee to the SCRA for the award of the sale/development of the Property (the "Award"), contingent upon negotiation, execution and delivery of definitive agreements related to the proposed development of the Property and deemed satisfactory to the SCRA, in its sole discretion.

The SCRA will proceed with negotiations of a mutually acceptable Purchase and Sale Agreement and/or Option Agreement. Notwithstanding the foregoing, the final terms and conditions relating to the acquisition and sale of the Property may be subject to financing, development commencement, title or other conditions or contingencies, as reasonably determined by the SCRA. Additionally, all parties will be required to enter into a confidentiality agreement for the duration of the transaction until the requisite legal approvals are obtained.

The purchase and sale agreement and/or option agreement, as the case may be, will not contain any assurances of any rezoning or site plan approvals necessary to complete the proposed project. The SCRA will provide for a reasonable time in which to obtain such approvals before closing. The selected Offeror must secure and pay for all plan review fees necessary for the execution of its proposal. If a purchase and sale agreement and/or option agreement is not successfully negotiated, executed and delivered by the SCRA and the Offeror(s), the SCRA, at their sole option, may choose to initiate negotiations with any other qualified Offeror, or reopen the entire process.

The SCRA reserves the right to not consider any response that it determines to be unresponsive and/or deficient in any of the information requested for evaluation. A response with all the requested information does not guarantee the proposing firm will advance in the selection process. The selection committee may contact references to verify material submitted by the Offerors.

SUBMISSION DISCLAIMER

The SCRA may, at its sole discretion, request that proposers supplement their qualifications with additional information following initial submittal. The SCRA reserves the right to reject any or all proposals submitted, to cancel this RFQ, and/or to modify and reissue the RFQ at any time.