

Request for Qualifications (Real Estate Advisor)

State of Ohio Standard Forms and Documents

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|--|---|--|----------------------|-----------------------------|
| Project Name | City of Bowling Green & Bowling Green State University East Wooster Street Corridor Redevelopment Project | Response Deadline | <u>9/18/2017</u> | <u>3:00 p.m.</u> local time |
| Project Location | City of Bowling Green & Bowling Green State University | Project Number | <u>BGU 176287</u> | |
| City / County | Bowling Green/Wood | Project Manager | <u>Steve Krakoff</u> | |
| Owner | City of Bowling Green & Bowling Green State University | | | |
| No. of paper copies requested (stapled, not bound) | <u>6</u> | No. of electronic copies requested (PDF) | | <u>1 flash drive</u> |

Submit the requested number of Statements of Qualifications (Form F110-330) directly to **Beth Nagel at BGSU Purchasing Department, 1851 N. Research Drive, Bowling Green, OH 43403**. See Section H of this RFQ for additional submittal instructions.

Submit all **questions** regarding this RFQ in writing to **Beth Nagel at bnagel@bgsu.edu** with the project number included in the subject line (no phone calls please). Questions will be answered and posted to the Opportunities page on the OFCC website at <http://ofcc.ohio.gov> and BGSU Purchasing website at www.bgsu.edu/purchasing on a regular basis until one week before the response deadline. The name of the party submitting a question will not be included on the Q&A document.

Project Overview

A. Project Description

The City of Bowling Green (herein referred to as the "City") and Bowling Green State University (herein referred to as the "University") are soliciting Statements of Qualifications (SOQ) from real estate advisors interested in preparing a real estate development action plan for high visibility, mixed-use and other development projects along the East Wooster Corridor between Interstate 75 and downtown Bowling Green that may include new retail, restaurants, residential, commercial, investments in the public realm, and City and University projects. Other types of projects also may be included where warranted and justified. This exciting opportunity will bring together best practices in revitalization and college-town development initiatives.

B. Scope of Services

The City and the University invite your participation in this RFQ to prepare a real estate development action plan for a two mile stretch of East Wooster Street, between Interstate 75 and downtown Bowling Green. The RFQ allows real estate advisors to formally express their interest in working with the City and University to prepare a plan for developing sites within this corridor. The City and University are looking to improve this crucial corridor that provides the first impression of the City and University of visitors from Interstate 75, in addition to strengthening the connection between the University, adjacent neighborhoods and downtown Bowling Green. The goal is for redevelopment of targeted areas to serve as catalysts for a larger multi-block revitalization project in the adjoining blocks and neighborhoods (currently being addressed through another consulting effort). The University is looking at this project to help attract students, faculty and administrators by creating a vibrant corridor to the University and downtown that offers diverse retail, dining, entertainment, residential options, and other desirable amenities. In addition to the above, the City is looking to retain and attract new residents and employers, and create a unique identity for the community.

This is a unique situation for a development consulting team to participate with the City and the University for significant development projects in Bowling Green. This project seeks to combine public and private investment to reinvigorate the East Wooster Street Corridor and enhance the connectivity between downtown Bowling Green, Bowling Green neighborhoods, and the Bowling Green State University campus in new and exciting ways. This connectivity is expected to be a catalyst for redevelopment around the project area, making it one of the most important revitalization projects in the city's history.

The city has established a number of programs and projects to support this development including downtown streetscape improvements, flexible zoning along a portion of the corridor, downtown Special Improvement District, housing programs, revolving loan fund, job retention and creation tax credits, and community reinvestment area tax abatements. The City has also adopted plans and ordinances supporting mixed use, walkable, and sustainable redevelopment in the community. The City now seeks a development team that is capable of implementing the community's vision.

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The University has been acquiring property in the redevelopment area to support its interests in creating an appealing East Wooster Street Corridor and other related academic functions that they believe would benefit from an off-campus location.

The University also is completing the second phase of its campus master plan, involving cutting edge new construction and renovation of academic, buildings, residence halls, dining facilities, student life facilities, and privatization of important services such as the new Falcon Health Center.

Please note that the City and University are looking for innovative approaches for redeveloping the East Wooster Street corridor, resulting in an improved competitive position for both entities. The City and University believe that Bowling Green should be a destination for those seeking unique shopping, dining, entertainment and educational experiences that combine a small town feel with the strength of a recognized high quality public university.



The BGSU campus is positioned along the East Wooster Street Corridor, west of Interstate 75

The purpose of this RFQ is to solicit Statements of Qualifications (SOQs) from qualified firms/teams that can function as “real estate development advisor^s” for the East Wooster Corridor Redevelopment Project. Based on the SOQs received, the City and University will evaluate the quality of the submittals and will identify a short list of potential consultants/teams to interview. If, after interviews are conducted, the City and University determine that one or more of the submittals are a good fit for the East Wooster Corridor Redevelopment Project, it will begin negotiating for the purpose of selecting an advisor and preparing an Agreement. If negotiations are unsuccessful with the first firm selected, the City and University will consider the next most responsive submission.

Once an advisor has been selected, the planning team will prepare a process for explicating the city’s and university’s expectations for development, ensuring that new development builds on the current conditions along the East Wooster Corridor and is complementary to downtown Bowling Green and nearby neighborhoods. The advisor will also work with the City and University to further define and analyze opportunities within the retail, commercial, dining, services, and residential markets. The City and University will consider SOQ’s that include teaming of consultants with developers and other real estate and architecture/engineering professionals with specific capabilities to successfully complete the desired development plan. Successful firms/teams should provide an integrated approach to achieving the project goals and objectives outlined in this Request for Qualifications. It is important to note that no contract will be awarded without further discussion and negotiation with the respondents. The intent of the RFQ is to identify the best advisor. The City and University will not be responsible for any costs incurred for the preparation and submission of this RFQ.

About Bowling Green

Bowling Green is a college town and more – a community of families, businesses and industries located in Northwest Ohio and the county seat of Wood County. As the home of Bowling Green State University, city residents enjoy the highest educational values and all of the benefits of living in a university city.

Request for Qualifications (Real Estate Advisor) continued

Bowling Green, a high-ranked “Tree City”, offers a full complement of community living – including downtown commerce and services, medical care with a hospital, full-service local government, local history and culture, local employment, nationally accredited fire and police divisions, and a variety of high quality passive and active parks and recreational opportunities.

Jobs are based in the university, area businesses, and important national and international industrial employers. The result is an unusually rich quality of life, small town atmosphere and big city services.

According to the 2010 Census, the resident population of Bowling Green is 30,028 and the community is home to a diverse population; an

aspect that is strongly valued by residents. Bowling Green is a mature community with beautiful historic homes, based from a large oil boom in the 19th century, with a dense core and larger parcels at the fringes, surrounded by rich agricultural land. Infill and redevelopment is a top priority with aging infrastructure, yet any growth at the fringes is weighed carefully to keep the delicate balance of high level services the community values.



Bowling Green has an authentic, historic downtown which hosts unique locally-owned restaurants and boutiques, along with an active calendar of events, including the nationally-known Black Swamp Arts Festival, which is a juried art show that draws approximately 60,000 visitors to hear and appreciate a variety of musicians and art from all walks of life.

About Bowling Green State University

Bowling Green State University offers the benefits of a major university, with the personal, teaching-centered feel of a small college. As a U.S. News and World Report tier-one national university, BGSU embraces its responsibility to advance society through innovative education. The University has approximately 800 full-time faculty and an enrollment of nearly 20,000 students on two campuses and online. More than 200 undergraduate majors and programs are offered - along with master's, specialist and doctoral programs and research and service opportunities – in the natural and social sciences, education, arts, business, health and wellness, humanities and applied technologies fields.

Bowling Green State University provides experiences that enhance lives. Students are prepared for lifelong career growth, lives of engaged citizenship and leadership in a global society. *U.S. News and World Report* names BGSU as one of the top public universities nationwide with a strong commitment to first-year programs that lead to success. Within our transformative learning community, we build a welcoming, safe and diverse environment where the creative ideas and achievements of all can benefit others throughout Ohio, the nation and the world.

Redevelopment Planning

In recent years, the City has developed several plans and concepts to increase collaboration and partnerships, such as the downtown business core and improving the linkage between downtown Bowling Green, the surrounding neighborhoods, and the University. Beginning in 2012, the Mayor and BGSU President teamed together to begin a visioning process that focused on several areas of opportunity, which also led to the updating of the City's Land Use Section of the Comprehensive Plan in 2014. After two years of public involvement and visioning exercises, the Land Use Plan was unanimously adopted. The Land Use Plan also involved high-level University officials and graduate students for the first time. The plan won the American Planning Association State Award – Ohio Chapter for exceptional comprehensive planning in 2015.

The city's Land Use Plan can be accessed on the city's website:

<http://www.bgohio.org/wp-content/uploads/2014/05/BG-Improvement-Plan-forEmail1.pdf>

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The Land Use Plan provides a vision that encourages pedestrian and bicycle-friendly redevelopment that capitalizes on the existing downtown's physical assets and urban design, along with creating an appealing corridor for first time visitors and prospective students. Additionally, the goal is to create an active, pedestrian-friendly streetscape leading past shops and neighborhoods that extend and inter-connect the campus to the downtown and Interstate 75. This pedestrian-friendly environment is expected to reinvigorate construction activity, generate private investment, spawn economic expansion, and establish the City and University as a regional business, education, and cultural activity center.



In 2015 and 2016, University and City leadership identified the East Wooster Corridor as a top priority for implementation of the Land Use Plan and a concept plan was developed for safety and aesthetics improvements for this major thoroughfare. The City and University continue to study recommended improvements, which will be a catalyst for additional private investment in the area. Additionally, the goal of the East Wooster Corridor Study was to combine the University's Landscaping Master Plan with the City's Land Use Plan for East Wooster Street.

The East Wooster Street Corridor Study is available on the following link:

<http://www.bgohio.org/wp-content/uploads/2015/12/E-Wooster-City-BG-BGSU-Open-House-PDG-design-presentation-12-10-2015.pdf>

In 2016, elected leaders prioritized the redevelopment and revitalization of neighborhoods near campus and downtown, another goal from the Land Use Plan. A planning consulting team was hired to work on a Community Action Plan, which will create a strategic framework to strengthen neighborhoods. This plan will be complementary and work in tandem with the redevelopment opportunities and concept plans along East Wooster Street.

A report on the Community Action Plan is available on the following link:

<http://www.bgohio.org/community-action-plan/>



Additionally, roundabouts and bridge deck improvements are planned for the Bowling Green entrance/exit ramp to East Wooster Street with construction slated for 2018 and 2019. The project will be partly funded by the City and Ohio Department of Transportation and will include bike and pedestrian pathways, additional landscaping, and signage for creating a positive first impression for visitors, along with safety improvements to the corridor.

*Roundabouts are planned for the
Interstate 75*

East Wooster Street Redevelopment Goals and Objectives

The City and University are committed to creating high quality mixed use, residential and other development that will maximize benefits to the community, businesses and the University. The City and University are seeking a creative and innovative development team that can demonstrate an ability to achieve the goals of the East Wooster Corridor Redevelopment Plan and Land Use Plan.

The plans, in conjunction with the City's Sustainability Goals and Economic Development Strategy, identify a number of overarching priorities that will influence this project:

- 1. Compatibility and Connectivity** —The project should promote the growth and vibrancy of the East Wooster Street Corridor in a way that is compatible and integrated with surrounding neighborhoods. The project should strengthen linkages and reinforce gateways and corridors between the campus, surrounding neighborhoods, and within downtown.
- 2. Maximizing Value and Vibrancy** — The project should seek to develop the corridor to its highest and best use in the context of the overall economy. This project will be evaluated not only by what it brings to the East Wooster Street Corridor, but what impact it will have on existing businesses and the University. The project must contribute towards achieving a healthy mix of land use within the corridor, including the need for affordable housing and uses complementary to the university, downtown, and surrounding neighborhoods.
- 3. Sustainability** — The City and University are seeking developments that are sustainable, promote healthy lifestyles, incorporate design standards that are aesthetically pleasing, and reflect the architectural character of historic downtown buildings and the BGSU campus. They also should be environmentally friendly and include Leadership in Energy Efficient Design (LEED) standards, and other best practices where possible.
- 4. Job Retention** - The project seeks to expand and retain the corridor's job base, including returning more professional offices into the area and promoting an equitable business environment by creating opportunities for participation by qualified local businesses as well as minority and women-owned businesses. It also should encourage a sustainable mix of national, regional and local firms. The City and University are looking for a favorable return on public investment in land which includes, income tax revenues from new jobs and live/work spaces.
- 5. Downtown Businesses and Housing** - The project must expand the commercial opportunities through the corridor; providing high quality retail, restaurant and office space that fills under-served portions of the Bowling Green market; captures retail leakage; and has proven success in college towns combining local unique-boutique style shops with regional/national anchors, live/work spaces, and entrepreneurial start-ups. The City of Bowling Green and BGSU also request that the project will result in a specific plan for new and/or upgraded housing. This could be both student housing as well as housing that meets market needs for the Bowling Green community and that is consistent with the Community Action Plan.

Development Plan Scope

This section provides a general overview of the anticipated responsibilities of the development planning team. The City and University have various sites suitable to target for redevelopment opportunities, with the ability to work creatively for other site acquisitions if needed. The corridor is distinctly designed for mixed uses in Zone 1, moderate-density residential in Zone 2, and commercial in Zone 3. . They are more fully described in the East Wooster Street Corridor Study accessible on the following link.

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<http://www.bgohio.org/wp-content/uploads/2015/12/E-Wooster-City-BG-BGSU-Open-House-PDG-design-presentation-12-10-2015.pdf>

Project Stakeholders

The development planning team, along with the City and BGSU, will establish one or more stakeholder groups in order to gain consensus, create opportunities for partnerships, and provide ongoing engagement to enhance buy-in from the community and University.

Identifying Market Demands

The planning team will help stakeholders reach agreement on market needs for the following:

- Market rate housing
- Student housing (in accordance with BGSU Residence Life plans)
- Retail and retail services
- Commercial office/work spaces
- Manufacturing
- Hotel/hospitality

The planning consultant will oversee a supply and demand study by an agreed-upon consultant, using previous/existing studies where possible to avoid unnecessary expenditures.

Highest and Best Uses for Corridor Land

Within each zone of the corridor, the consulting team will perform highest and best use analyses for each property (or group of properties) that might be considered for future development. This will improve the City's building environment, create memorable experiences along the corridor, enhance land use efficiency, and help balance new construction with repurposing or renovation of existing facilities.

Project Programming

Working closely with the City, University and project stakeholders, the consulting team will be responsible for a programming exercise that will define the scope and square footage targets for each type of development included in the demand study.

Property Assemblage/Consolidation

The goal of this portion of the study is to consolidate parcels in manner that supports more impactful development along the corridor. Based on the results of the supply and demand study, and programming exercise, certain properties will be identified that, when combined, will provide sufficient acreage to support the recommended developments. Approaches for assembling these properties will then be identified and described.

Architecture and Design Guidelines

Request for Qualifications (Real Estate Advisor) continued

The consulting team will work with stakeholders to develop design guidelines for the City and University. These will help ensure that future development is coordinated aesthetically to ensure that it helps create the desired image along this key entry corridor. Architectural approaches may take into account the historic character of existing buildings. The developer's plan must be governed by the influences of the site's natural characteristics and should define a vision of the future, incorporating concepts on planning for urban development, environmental stewardship, and how infrastructure and services will be provided to support the development of various sites and contiguous parcels and neighborhoods. The planning team may engage an agreed-upon design firm to develop architectural guidelines.

Infrastructure Recommendations

The consulting team should work with officials from the City and University to define infrastructure needs for any development recommended in the plan. These could include roads and road improvements, utilities, drainage and parking needs. Infrastructure recommendations should be consistent with plans approved by the City. An agreed-upon outside engineering firm may be engaged to perform this study and prepare recommendation.

Project Pro Formas and Financing Recommendations

The consulting team will prepare financial pro formas of all recommended projects. In addition, the consulting team will be responsible for recommending both public and private financing approaches. Recommendations should include consideration of pre-development and development costs such as infrastructure, public communications, entitlements, environmental, traffic, soil or other site studies, design and construction costs, and off-and-on-site work including all utilities. Public/private partnership incentives can be considered in financing recommendations and could involve agreements with the city, university and other parties.

Phasing and Implementation

The consulting team will recommend a phasing plan that aligns with the financial capabilities and constraints of the City and University, as well as market conditions. Individual delivery projects will be identified and phased over time to ensure successful implementation of the entire East Wooster Street plan. The development planning team will act as a real estate and economic development advisor to identify and help select "best-in-class" developers and vendors who can help achieve development objectives for the corridor. Continued involvement with the City and University is contemplated as individual projects are developed; this will help ensure that all projects uphold performance expectations and meet key performance metrics and guidelines.

For purposes of completing the Relevant Project Experience Matrix in Section F of the Statement of Qualifications (Form F110-330), below is a list of relevant scope of work requirements for this RFQ:

1. Track record of developing successful building projects that involve a university market and where a city and university collaborated as partners.
2. Proven track record of community involvement in real estate and economic development planning.
3. Demonstrated creativity and innovation in projects that involved cities and universities
4. Demonstrated experience and understanding of municipal/university financing approaches and constraints.

Experience with city/university collaboration and proven ability to work with leaders in higher education

Refer to the *Ohio Facilities Construction Manual* for additional information about the type and extent of services required for each. A copy of the standard Agreement can be obtained at the OFCC website at <http://ofcc.ohio.gov>.

Funding/Estimated Budget

| | | | |
|--------------------|--------------|---------------|--------------|
| Total Project Cost | <u>\$TBD</u> | State Funding | <u>\$NA</u> |
| | | Other Funding | <u>\$TBD</u> |

Services Required

Anticipated Schedule

Request for Qualifications (Real Estate Advisor) continued

Primary Real estate planning involving cities
and universities _____

Planning Services Start
Planning Service Completed

11/17
9/18

EDGE Participation Goal

Percent of *initial* TOTAL Planning Fee

5%

Proposals will be evaluated based on the following:

- The firm or team's track record of developing successful building projects that involve a university market and where a city and university collaborated as partners.
- Proven track record of community involvement in real estate and economic development planning.
- Demonstrated creativity and innovation in projects that involved cities and universities.
- Demonstrated experience and understanding of municipal/university financing approaches and constraints.
- Experience with city/university collaboration and proven ability to work with leaders in higher education.

The submitting firm/team must provide a description and identification of all companies and individuals proposed for the project.

H. Submittal Instructions

Firms are required to submit the current version of Statement of Qualifications (Form F110-330) available via the OFCC website at <http://ofcc.ohio.gov>. **(one original, five copies of the bound Statement of Qualifications (Form F110-330), and one version of all materials in electronic format (flash drive).**

Electronic (flash drive) submittals should be combined into one PDF file named with the project number listed on the RFQ and your firm's name. Use the "print" feature of Adobe Acrobat or similar software for creating a PDF rather than using a scanner. If possible, please reduce the file size of the PDF. In Acrobat, go to Advanced, then PDF Optimizer. Also, please label the flash drive with the project number and firm name if applicable.

Paper copies of the Statement of Qualifications should be bound.

Facsimile copies of the Statement of Qualifications will not be accepted.

The Developer must provide the following:

1. Cover - Should contain the RFQ title, the lead firm name, address, lead contact person and e-mail address.
2. Letter of transmittal - The letter of transmittal shall be no longer than two pages in length.
3. Statement of Qualifications – Key Sections

Section 1 - Overview of Developer and development team

This should include relevant development experience with particular emphasis on developments involving collaboration between cities and universities.

Section 2 - Experience Record

Examples of relevant development or planning projects representing city/university collaboration, and showing the firm's or team's ability to effectively engage community stakeholders in planning and development.

Section 3 - Organization and Management Plan

This section should include a description of the firm's or team's organization and management plan. The organization and management plan shall clearly identify the lead project manager and key personnel and firms associated with the proposed planning effort. The section should describe the role of each team member and/or sub-contracted consultant, and how the team will accomplish the project objectives. Resumes of all key personnel shall be included in this section. Submitting firms should note where the lead firm and any sub-contracted consultants have worked together previously.

Section 4 - References

This section should include a list of references, contact information, and the basis for including those shown as references.

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Review Process

1. The City and University project team will review and rank all submitted Statements of Qualifications according to established criteria.
2. If questions arise, project team will contact the lead firm for clarification or additional information.
3. The project team will make final determination of short listed firms and invite them to Bowling Green for a private, one hour questions and answer session.
4. Each short listed firm will make a formal presentation to the City/University project team. The selected firm and other short-listed firms will be notified of the project team's decision.

Schedule for Selection Process

| | |
|---|--------------------------|
| Distribute Request for Qualifications | 8/21/17 |
| Statement of Qualifications due | 9/18/2017 – 3:00 p.m. |
| Private Q&A sessions with short-listed firms/team | Week of October 2, 2017 |
| Conduct interviews | Week of October 9, 2017 |
| City/University project team begins negotiations with one or more teams | Week of October 16, 2017 |

Firms are requested to identify professional registrations, memberships, and any other appropriate design and construction industry credentials. Identify that information on the resume page for individual in Block 22, Section E of the F110-330 form.

Master Development Planner Selection Rating Form

State of Ohio Standard Forms and Documents

City of Bowling Green & Bowling Green State
 University East Wooster Street Corridor
 Project Name Redevelopment Project Proposer Firm _____
 Project Number BGU 176287 City, State, Zip _____

| Selection Criteria | | Value | Score |
|---|--|-----------------|----------|
| 1. Firm Location, Workload and Size (Maximum 15 points) | | | |
| a. Proximity of firm to project site | Less than 100 miles | 5 | |
| | 100 to 150 miles | 2 | |
| | More than 150 miles | 0 | |
| b. Amount of fees awarded by Contracting Authority | Less than \$500,000 | 5 | |
| | \$500,000 to \$1,000,000 | 2 | |
| | More than \$1,000,000 | 0 | |
| c. Number of relevant professionals | Less than 5 planning professionals | 2 | Max = 5 |
| | 5 to 9 planning professionals | 3 | |
| | More than 9 planning professionals | 1 | |
| 2. Primary Qualifications (Maximum 30 points) | | | |
| a. Master planning lead | Experience / ability of lead master planner to manage visioning / capital improvement plans | 0 - 10 | |
| b. Assessment lead | Experience / ability of lead to manage assessors of various disciplines | 0 - 10 | Max = 20 |
| c. Planning staff | Experience / ability of planning staff to develop long range master plans | 0 - 5 | |
| d. Technical staff | Experience / ability of assessors to accurately collect data and evaluate systems and components | 0 - 5 | |
| 3. Sub-Consultant Qualifications (Maximum 10 points) | | | |
| Key discipline leads | Experience / ability of all key discipline leads to effectively perform the services | 0 - 10 | |
| 4. Project Team Qualifications (Maximum 15 points) | | | |
| a. Previous team collaboration | Less than 2 -projects (Low) | 0 | Max = 5 |
| | 2 to 4 projects (Average) | 2 | |
| | More than 4 projects (High) | 5 | |
| b. LEED* Registered / Certified consultant participation | No projects | 0 | Max = 5 |
| | Registered | 2 | |
| | Certified | 5 | |
| c. Team Organization | Clarity of responsibility / communication demonstrated by table of organization | 0 - 5 | |
| 5. Overall Project Team Experience (Maximum 30 points) | | | |
| a. Criteria development and prioritization | Performance in establishing owner criteria for capital improvement plans | 0 - 10 | |
| b. Experience with similar planning projects | Less than 3 projects (Low) | 0 - 3 | |
| | 3 to 6 projects (Average) | 4 - 6 | |
| | More than 6 projects (High) | 7 - 10 | |
| c. Past performance | Level of performance as indicated by past evaluations / letters of reference | 0 - 10 | |
| * LEED = Leadership in Energy & Environmental Design developed by the U.S. Green Building Council | | Subtotal | |

Notes:

Evaluator:

Name _____

Signature _____ Date _____