

Request for Proposal (RFP)

Brunswick Urban Redevelopment Agency & City of Brunswick, Georgia



Submit your Proposal to:

Mathew Hill, Secretary
Urban Redevelopment Agency
City of Brunswick
Old City Hall
1229 Newcastle Street
Brunswick, GA 31520

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Section I: Introduction

The Brunswick Urban Redevelopment Agency (URA) is seeking proposals for a catalyst project from interested developers to be located on a site in Historic Downtown Brunswick that will be a signature project for Downtown Brunswick. The area of opportunity for the purposes of this RFP is the City owned “Oglethorpe Block” (See attached Overall Site Map). This parcel is a combined 3.01 acres and is owned by the City of Brunswick and the Brunswick Urban Redevelopment Agency (“URA”). The property identified in this RFP is being offered for redevelopment.

The property is bordered by Bay Street on the west, Newcastle Street to the east and the property located at 1601 Newcastle Street to the south. Currently, the property is bisected by an underutilized portion of “G” Street. If necessary to accommodate a viable development project, the URA and City will seek to assist in the relocation or possible closure of the portion of “G” Street. Provided however, that the URA and City are not bound or required to consider the closure or relocation prior to the submission of a proposal.

The Property is also located in an Enterprise Zone recently established by the Mayor and Board of Commissioners. The Property shall be eligible for consideration of the Enterprise Zone incentives should an appropriate proposal require the same. The issuance of any Enterprise Zone shall be at the discretion of the City of Brunswick Board of Commissioners. Enterprise Zone incentives shall only be considered upon the approval of an appropriate development proposal and submission of an Enterprise Zone Application.

The City and the URA are seeking a catalyst project to energize the redevelopment of portions of Downtown Brunswick. This project must include the construction of a Conference Facility through the use of SPLOST funds available from the City and Glynn County. The Conference Facility will likely need to be treated as a separate and distinct project to ensure compliance with applicable SPLOST laws. However, the City and URA encourage additional project elements to benefit the Conference Facility and enhance the redevelopment potential of Downtown Brunswick.

Additional project components may include, but are not limited to: additional meeting space, retail or commercial space, residential housing and or a combination of several components. The City and URA seek to encourage a project that will bring family friendly arts & entertainment while also enhancing Downtown Brunswick and the surrounding community. In addition to the development of the Property, the City and URA will entertain proposals containing options to develop, construct or relocate project elements utilizing other properties located in Downtown Brunswick.

The City and URA are not confined to a particular development structure and look to the proposer to present an arrangement that would result in the highest quality development consistent with the community’s vision for downtown.

Section II: Overview of the Development Opportunity

1. Description of Property

The site is a 3.01 acre parcel located in the Downtown area of the City. The property is bordered by Bay Street on the west, Newcastle Street to the east and the property located at 1601 Newcastle Street to the south. The property is currently vacant and is used for parking and green space. The site is surrounded by mixed residential, commercial and institutional land uses

of various age and condition. This property may be suitable for commercial as well as residential uses.

2. Zoning & Development Standards

- a. The current zoning on the parcel is GC-Core (General Commercial Core), which allows for residential uses providing it is in combination with commercial uses but on separate building levels. A copy of the City of Brunswick Zoning regulations is available online at www.brunswickga.org.
- b. The property is located in the Old Town Brunswick Historic District, and is subject to the Oglethorpe Block Design Guidelines. A copy of which is available online at www.discoverbrunswick.com.
- c. All proposers are encouraged to access and review the applicable design guidelines identified in paragraphs (a) and (b) above. Failure to comply with these guidelines may render a proposal non-compliant.

3. Redevelopment Objectives

The URA is seeking development plans that could incorporate a Conference Center in Downtown Brunswick, residential properties, commercial properties, restaurants or other retail space and parking.

4. General Considerations and Project Priorities

- a. **Conference Facility: The proposer shall include a Conference Facility of up to 20,000 square feet in size. The Conference facility may be located on the subject Property or at another suitable location in Downtown Brunswick. The Conference Facility should include a multi-use open space to accommodate seating for dining and auditorium purposes.**
 - i. The Conference Facility shall include a design incorporating smaller meeting spaces and/or dining spaces.
 - ii. The Conference Facility shall seek to include up to date multi-media capabilities in order to encourage and accommodate presentations and/or events requiring the same.
 - iii. The Conference Facility shall include a full-service kitchen to provide food preparation or catering for events at the Facility.
 - iv. The Conference Facility is identified as a SPLOST project with an available budget of SPLOST funds. The Conference Facility must be designed, constructed and financed as a separate project subject to the legal requirements found in the applicable Georgia SPLOST laws.

Note: Proposers may submit a proposal for the Conference facility only; provided however, that such proposal shall adhere to all other requirements of this RFP, including parking.

- b. **Other Facilities: The proposers should consider the inclusion of other facilities in the development of the property. Other facilities could include, but is not limited to, residential property, commercial property, restaurant or retail space, and/or hotel/motel property.**

1. Note: Proposers may submit a proposal to develop the Property identifying only the use of Other Facilities without a Conference Facility; provided however, that such proposal shall adhere to all other requirements of this RFP, including parking.

2. Note: Proposers may submit a proposal for a hotel/motel facility only; provided however, that such proposal shall adhere to all other requirements of this RFP, including parking.
- c. **Parking Accommodations:** The proposal shall include appropriate parking accommodations to service the Conference Facility as well as any Other Facilities identified in the proposal. The proposal should consider adequate parking spaces for the development and for additional downtown parking. In doing so, the URA encourages proposers to consider all parking options, including but not limited to the construction of a parking garage.

Section III: Desired Developer Qualifications

The URA is seeking a response from a Qualified Developer prepared to fully respond to the requirements identified herein. 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 and URA are looking for Qualified Developers. Qualified Developers should possess the appropriate experience to correlate with the ability to develop the projects identified in the proposal, such as:

- Experience in the design, construction and/or operation of Conference Facilities, Convention Centers, Meeting Spaces or other entertainment or business venues.
- Experience developing a mixture of residential projects that include hotels, condominiums, market rate and affordable apartments, townhomes, or detached single family homes or any combination thereof, including ground level retail, family friendly arts & entertainment / commercial development.
- Experience in developing mixed residential projects, particularly in urban locations which are comparable to Downtown Brunswick.
- Experience in developing mixed residential projects with structured parking.
- A minimum of three (3) years of experience in leasing/management of residential and/or mixed-use projects.
- The developer should have the financial resources and vision to create a unique addition to the heart of the Historic Downtown.

The URA encourages and invites woman-owned, minority-owned, and/or small businesses located inside and outside the city limits to participate in this procurement process. If your business falls within the definition of these criteria, please identify the same in your proposal.

Section IV: Submission Format and Contents

To be considered responsive, the proposal must respond to all requirements of this portion of the RFP. Any other information you believe to be relevant, but not covered in this section should be submitted as an appendix to your proposal. Please include sections in your proposal which correspond to the following major categories. Submittals must include one (1) original of the response, three (3) unbound hard copies and one (1) electronic copy (PDF) of the response. Every effort should be made to make proposals as concise as possible.

1. Executive Summary

The executive summary shall include a brief statement about your approach to the development opportunity and your understanding of the URA's vision for the project and willingness to implement this vision. A demonstrated understanding of the project's potential issues and special concerns should also be addressed.

2. General Background and Experience

Describe the background and history of your organization, your experience with real estate development, development of environmentally sensitive sites, the application of green building standards in your previous projects, your long term development horizon and the core competencies of your organization to develop the proposed project.

3. Relevant Projects

Describe three recent projects in detail which you and other members of your team have done which would be most relevant for this RFP. Please include in your description/profiles information on:

- (i) Project name and location
- (ii) Start date/completion date
- (iii) Total number of hotel rooms
- (iv) Estimated value of the project
- (v) Key sources of financing – detailing the amount of equity financing you provided
- (vi) Your role and role of your partners in the project
- (vii) A site plan, renderings and photos of completed project components
- (viii) Who had management responsibility for the on-going operation of the project
- (ix) Project references who can speak knowledgeably about your involvement

4. Resumes of Key Principals

Please include resumes of the principals who will be leading your project team. Also include the qualification of the key planning, architectural, engineering environmental and financial consulting firms that will participate in the design and permitting of the project (if determined).

5. Development Approach and Design

As noted, the City of Brunswick / URA is seeking the highest quality in urban design and architecture. Proposals must clearly indicate the type and arrangement of development being proposed, its relationship to the surrounding land uses, and how it enhances and benefits Historic Downtown Brunswick.

Description of the proposed development should feature drawings, sketches or diagrams to convey design concepts in addition to a site plan that achieves City goals including:

- The proposed development's alignment with the use, feel, scale and design of the downtown area.
- Interest in developing high quality architecture, landscaping and urban/site amenities to support the pedestrian-friendly environment.
- Innovativeness of the project.

This section must include the following information:

Project Program:

Provide a descriptive and visual presentation of the development program you would propose, including how the development of the project and surrounding area is envisioned. Include the approximate square footages and/or unit counts of each project component and the rationale behind the choice of program. Also provide a narrative on how parking needs of the proposed development would be met, whether on-site, off-site, or both. Include details on proposed public space improvements such as plazas and streetscapes and what portion of the site, if any, will be deeded back to the City. Finally, identify infrastructure/utility needs and improvements for proposed development and give specific details on developer's requirements for the URA or City's participation in the project in terms of funding, zoning or other requirements.

Proposed Design Character:

Provide illustrative sketches, drawings or renderings of the proposed project depict the layout, massing and character of each unique building and how it relates to the surrounding context. At a minimum, the illustrative material should include:

- A conceptual site master plan identifying proposed building footprints, public space, parking, and streetscapes with different program areas or building typologies color-coded to a legend. Also indicate which, if any, portions of the site will be dedicated back to the City.
- Conceptual floor plans for each typical floor, as appropriate, to provide the URA with a clear understanding of the project.
- Conceptual elevations of the development as viewed from each of the surrounding streets (Newcastle Street, Bay Street, F Street and re-aligned G Street).

It is recommended, but not require, that proposals include at least one three-dimensional view that shows how the development will appear to the public. Additional views such as character renderings or aerial perspectives that help convey design intent and key features are encouraged.

6. Economic / Financing Overview

Based on your concept plan, provide a financial Pro Forma in paper and electronic format, detailing costs and revenues from start-up through build out of the proposed Project. This should include documentation that provides evidence of the following:

- The Developers ability to procure any necessary performance and/or construction bonds.
- Confirmed commitment of funding from financial institution.
- Confirmed commitment of guarantee from USDA or other entity approved by the URA, if applicable.
- The necessary capital for predevelopment activities, securing construction and permanent financing for ongoing operations.
- An appropriate market study to warrant the development proposed (include executive summary from study).

7. Development Schedule

The developer should provide an estimated project timeline identifying predevelopment

events through the completion of the project. The timeline should realistically illustrate the developer's readiness to proceed and the speed at which the team can execute the project.

8. Development Agreement

Upon approving the proposal, the URA will enter into an initial letter of intent or memorandum of understanding and begin negotiating the terms of a development agreement with the approved developer. If available, the URA would encourage any developer to submit a template lease or development agreement.

9. Market Overview

Please provide information on the market support for the key project components in terms of absorption of the space/units, likely achievable pricing or rental rates, absorption assumptions and any other factors you believe are key to the market viability of what you are proposing to develop on the parcels.

Section V: Review

Upon receipt, the URA will review the all eligible proposals. A development agreement, proposed development plan and other items of major consequence will be subsequently reviewed and approved by the Urban Redevelopment Agency and the City Commission.

Section VI: Proposal Correspondent

Upon Release of this Request for Proposal, all vendor communications concerning this acquisition must be directed to the correspondent listed below:

Mathew Hill, Secretary
City of Brunswick Urban Redevelopment Agency
City of Brunswick
1229 Newcastle Street
Brunswick, GA 31520
mhill@cityofbrunswick-ga.gov

Unauthorized contact regarding the proposal with other Brunswick City employees or Members of the URA may result in disqualification. Any oral communications will be considered unofficial and non-binding on the City of Brunswick and/or URA. Vendor should rely only on written statements issued by the proposal correspondent.

Section VII: Proposal Questions

All questions must be submitted in writing to the proposal correspondent named above.

Section VIII: Proposal Response Date and Location

The URA must receive a proposal in a sealed envelope or container, in its entirety, **no later than 12:00 p.m., Eastern Standard Time in Brunswick, Georgia on February 10, 2017**. Unsealed proposals, including facsimile proposals, will not be considered. Proposals arriving after the deadline will be returned unopened to their senders. All proposals and accompanying documentation will become the

property of the City of Brunswick and URA and may not be returned. One (1) original, three (3) copies and one (1) electronic copy (PDF) of this proposal must be submitted to allow for evaluation. Proposals must be clearly marked on the outside of the package:

RFP No. 2016-001

Vendors assume the risk of the method of dispatch chosen. The Brunswick Urban Redevelopment Agency and City of Brunswick assumes no responsibility for delays caused by any delivery service. Postmarking by the due date will not substitute for actual proposal receipt. Late proposals will not be accepted nor will additional time be granted to any vendor. Proposals may not be delivered by facsimile transmission or other telecommunication or solely by electronic means.

Proposals shall be sent to:

Mathew Hill, Secretary
City of Brunswick Urban Redevelopment Agency
City of Brunswick
1229 Newcastle Street
Brunswick, GA 31520

Section IX: Proposal Deadline

- Deadline for submissions: 12:00 p.m. February 10, 2017.

Section X: Waiver of Technicalities

All items must meet or exceed specifications set forth herein. The URA reserves the right to waive any technicalities and to reject or accept any Proposal in its entirety or to accept any portion thereof if it is determined that either method results in lower costs, better service, final satisfaction or is otherwise determined to be in the best interest of the URA. Award may be made by item number or in total. Determination of best response to proposal will be the sole judgment of the URA with consideration and approval of the City of Brunswick. Proposals shall remain valid for 60 days from the date of proposal opening.

Section XI: Proposal Rejection

The URA reserves the right to reject any or all proposals at any time without penalty. **Any vendor, who acts as a supplier to another vendor submitting a proposal and also submits a proposal of their own, will be viewed as participating in Collusive behavior. This behavior displays a pattern or practice of unethical or immoral business practices. Any vendor associated with this practice may be banned from doing business with the City of Brunswick and URA for up to three years.**

Section XII: Modification of Proposals

Any clerical mistake that is patently obvious on the face of the proposal may, subject to the limitations described below, be corrected upon written request and verification submitted by the proposers. A nonmaterial omission in a proposal may be corrected if the URA determines that correction to be in the URA's best interest. Omissions affecting or relating to any of the following shall be deemed material and shall not be corrected after Proposal opening:

- (1) Price Information; and
- (2) Any required Insurance.

Section XIII: Withdrawal of Proposals

Proposals may be withdrawn at any time prior to the proposal opening. After proposals have been publicly opened, withdrawal of a proposal shall be based upon the following:

The Proposer shall give notice in writing of his claim of right to withdraw his proposal due to an error within two business days after the conclusion of the proposal opening procedure. Proposals may be withdrawn from consideration if the price is substantially lower than the other proposals due solely to a mistake therein, provided the proposal was submitted in good faith, and the mistake was a clerical mistake as opposed to a judgment mistake, and was actually due to an unintentional arithmetic error or an unintentional omission of a quantity of work, labor or material made directly in the compilation of the proposal, which unintentional arithmetical error or unintentional omission can be clearly shown by objective evidence drawn from inspection of original work papers, documents and materials used in the preparation of the proposal sought to be withdrawn. The proposer's original work papers shall be the sole acceptable evidence of error and mistake if he elects to withdraw his proposal. If a proposal is withdrawn under the authority of this provision, the lowest remaining responsive proposal shall be deemed to be the low proposal.

Section XIV: Proposer's Responsibility

When determining whether a proposer is responsible, or when evaluating a proposal, the following factors may be considered, any one of which will suffice to determine whether a proposer is responsible or the proposal is the most advantageous to the URA:

- The ability, capacity and skill of the proposer to perform the contract or provide the equipment and/or service required.
- The character, integrity, reputation, judgment, experience and efficiency of the proposer.
- Whether the proposer can perform the contract within the time specified.
- The quality of performance of previous public and private contracts or services, including, but not limited to, the proposer's failure to perform satisfactorily or complete any written contract. The City of Brunswick and/or URA's termination for default of a previous contract with a proposer, within the past three years, shall be deemed to be such a failure.
- The previous and existing compliance by the Proposer with laws relating to the contract or service.
- Evidence of collusion with any other Proposers, in which case colluding proposers will be restricted from submitting further proposals on the subject project or future proposals, for a period not less than three years.
- The proposer has been convicted of a crime of moral turpitude or any felony, excepting convictions that have been pardoned, expunged or annulled, whether in this state, in any other state, by the United States, or in a foreign country, province or municipality. Proposer shall affirmatively disclose to the URA all such convictions, especially of management personnel or the proposers as an entity, prior to notice of award or execution of a contract, whichever comes first. Failure to make such affirmative disclosure shall be grounds, in the URA's sole option and discretion, for termination for default subsequent to award or execution of the contract.
- If the proposer will be unable, financially or otherwise, to perform the work.

- At the time of the proposal opening, the proposer is not authorized to do business in the Georgia, or otherwise lacks a necessary license, registration or permit.
- Any other reason deemed proper by the URA.

Section XV: Terms and Conditions

All responses and supporting materials as well as correspondence relating to this RFP become property of the City of Brunswick and the Brunswick Urban Redevelopment Agency when received. Any proprietary information contained in the response should be so indicated. However, a general indication that the entire content, or a major portion of the proposal is proprietary will not be honored. The following terms and conditions shall also apply:

- A. As a result of the selection of a vendor to supply products and/or services to the City of Brunswick and/or URA, the City of Brunswick and/or URA is neither endorsing nor suggesting that the vendor's product is the best or only solution. The vendor agrees to make no reference to the City of Brunswick or URA in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City of Brunswick and/or URA.
- B. The URA reserves the right to refrain from contracting with or purchasing from any vendor. The release of this proposal does not compel the to purchase.
- C. All applicable Federal and State of Georgia laws, City of Brunswick and Glynn County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the respondents throughout and incorporated herein.
- D. Professionals requiring special licenses must be licensed in the State of Georgia, and shall be responsible for those portions of the work as may be required by law.
- E. The successful Submitter shall secure, at its expense, all licenses and permits applicable to the proposed development. The Submitter shall also be solely responsible for payment of any and all taxes, permits, licenses and fees.
- F. The successful Submitter may not sell, subcontract, assign or otherwise transfer its interest in the project without the prior written approval of the URA.
- G. No Response shall be accepted from, and no contract will be awarded to, any person, firm or corporation that (i) is in arrears to the City of Brunswick and/or URA with respect to any debt, (ii) is in default with respect to any obligation to the City and/or URA, or (iii) is deemed irresponsible or unreliable by the City and/or URA.
- H. The URA shall be able to request of the respondents' satisfactory evidence that they have the necessary financial resources to accomplish the developments as contemplated in the RFP.

Section XVI: Proposal Award and Execution

The URA will select the proposal that, in its sole discretion, is the most responsive and responsible proposal to this RFP. The URA reserves the right to make any award without further discussion of the proposal submitted; there may be no best and final offer procedure. Therefore, the proposal should be

initially submitted on the most favorable terms the vendor can offer. The specification may be altered by the URA based on the vendor's proposal and an increase or reduction of services with the manufacturer may be negotiated before proposal award and execution.

Should the URA require additional time to award the Contract, the time may be extended by the agreement between the URA and the successful Respondent. If an award of Contract has not been made within ninety days from the Bid date or within the extension mutually agreed upon, the Bidder may withdraw the Bid without further liability on the part of either party.

Section XVII: Local Vendor Preference

Local Vendor means a bidder or offeror which operates and maintains a brick and mortar business, i.e. a physical business address, within the Glynn County, Georgia, has a current business license, has paid in full all real and personal taxes owed the City, is considered a vendor in good standing with the City and can obtain an active vendor status.

The URA encourages all proposers to use local vendors whenever possible.

Policy to be stated. This policy shall be so stated in all applicable solicitations.

Exemptions. This provision does not apply to public works construction projects or road projects pursuant to the laws of the State of Georgia (O.C.G.A §36-91 or §32-4).

Section XVIII: Insurance

All proposers shall provide evidence, satisfactory to the URA, of the following insurance requirements:

- Builders Risk Insurance with limits as dictated by lenders(s).
- Any and all Contractors employed by approved developers shall have and maintain the following insurance coverage and indemnification provisions with the City of Brunswick and URA named as additional insureds hereunder.
 - The Contractor agrees to provide and maintain insurance coverage until the contract is completed and to furnish certificates from its insurance carriers showing that it carries insurance in the following minimum limits:

<i>Bodily Injury by Accident:</i>	<i>\$100,000 each accident \$1,000,000 per occurrence limit</i>
<i>Comprehensive General Liability:</i>	<i>\$1,000,000 per occurrence</i>
<i>Automobile Liability:</i>	<i>\$1,000,000 per occurrence for bodily injury \$1,000,000 per occurrence for property damage</i>
<i>Workers' Compensation:</i>	<i>Statutory Limits</i>

- Proof of Insurance: The Contractor shall furnish the City and URA with certificates showing the type, amount, class of operations covered, effective dates, and date of expiration of policies. Such certificates shall also contain substantially the following statement: The insurance covered by this certificate will not be cancelled or materially altered, except after thirty (30) days written notice has been received by the City and URA.

Section XIX: Equal Opportunity

The City of Brunswick and URA are an equal opportunity owners/employers and will not discriminate against any vendor because of race, creed, color, religion, sex, national origin, or ADA disability status.

Section XX: Web Sites

The following Websites may be of interest:

City of Brunswick	www.brunswickga.org
Glynn County	www.glynncounty.org
The Golden Isles Visitors Bureau	www.goldenisles.com
Glynn County Health Department	www.gachd.org/counties/glynn_county_health_department_1/
Coastal Regional Commission	www.crc.ga.gov
Brunswick Golden Isles Chamber	www.bgicoc.com
Brunswick Golden Isles EDA	www.georgiasgoldenopportunity.com
Brunswick DDA / Mainstreet	www.discoverbrunswick.com

Section XXI: Exhibits

The following documents are part of the RFP:

Exhibit I	Site
Exhibit II	Enterprise Zone Boundary Map

Exhibit I: Site



Exhibit II: Brunswick CBD Enterprise Zone Boundary Map

