

**REQUEST FOR PROPOSALS (RFP)  
DEVELOPMENT OF CITY-OWNED PROPERTY  
LOCATED AT THE NORTHWEST CORNER OF  
OLIVE BOULEVARD AND MIDLAND BOULEVARD**



**CITY OF UNIVERSITY CITY**

**6801 DELMAR BOULEVARD  
UNIVERSITY CITY, MO 63130**



## SUMMARY

The City of University City is issuing a Request for Proposals (RFP) from developers or interested parties to purchase and develop a multi-parcel City-owned property, approximately 1.65 acres in area, located on the northwest corner of Olive Boulevard (State Highway 340), a major commercial corridor, and Midland Boulevard, a St. Louis County arterial. Developers or interested parties are invited to submit information regarding a proposed use for the site including concept and financing.

Responses to this RFP are due on January 4, 2018 to the following address:

City of University City  
ATTN: Andrea Riganti  
6801 Delmar Boulevard  
University City, Missouri 63130

Late responses will be returned unopened. Two (2) hard copy and one electronic copy (in PDF format) of your proposal are required.

Following a review of the submittals, the City may invite teams to discuss their proposal in person.

## THE OPPORTUNITY

The City of University City, a diverse inner-ring suburb in St. Louis County, Missouri, is seeking an innovative public/private partnership to design and implement a development on seven contiguous parcels at a corner location on one of University City's major commercial corridors – Olive Boulevard (State Highway 340). The City owns all parcels within the project area.

The project site is in the north-central portion of University City, in the 7300 block of Olive Boulevard. It is within walking distance of many neighborhoods, has great access to Interstate 170 and is located just minutes away from the nationally designated “Great Street in America” - The Delmar Loop, Washington University-St. Louis, downtown Clayton, Forest Park and many other amenities.

The physical and economic revitalization of Olive Boulevard is the City's highest priority. Development of the project site is a key step in the attainment of the long-term vision for the Olive Boulevard corridor. This development will augment several planned and in-progress infrastructure and land use projects that are improving the physical appearance of the corridor. Streetscape improvements (streetscaping, sidewalks, bus shelters and lighting), façade improvements, marketing, land acquisition and the Olive Boulevard Design Guidelines are a few such projects that have assisted with the Olive Boulevard redevelopment.

## THE SITE

The project site is located at the northwest corner of Olive Boulevard and Midland Boulevard. It is comprised of seven parcels and approximately 1.65 acres. The parcels have been cleared of buildings except 7315 Olive Blvd. **Table 1** depicts relevant property information from the St. Louis County Assessor and **Map 1** depicts the project site.

**Table 1**  
**St. Louis County Assessor Data**

<b>Locator #</b>	<b>Property Address</b>	<b>2015 Appraised Value</b>	<b>Acres</b>
17J421228	7301 OLIVE BLVD	\$ 128,100	.48
17J421118	7315 OLIVE BLVD	\$ 78,100	.14
17J421240	7321 OLIVE BLVD	\$ 22,600	.16
17J421251	7327 OLIVE BLVD	\$ 23,700	.28
17J421262	7331 OLIVE BLVD	\$ 25,100	.15
17J421273	7335 OLIVE BLVD	\$ 26,600	.26
17J421284	7339 OLIVE BLVD	\$ 25,500	.18
Total		\$ 329,700	1.65



Map 1

Highlighted Area = Project Site





The zoning designation for the project site is GC-General Commercial. Adjacent to the west is several apartment complexes. To the east is a mix of low rise office buildings. A new brewery and restaurant will be constructed a half-mile to the west. Across Olive Boulevard from the site is a national dollar store retailer. Businesses currently located in the area include a bank, daycare, fast food restaurant, national moving company, and smaller independent service businesses.

The site is a grassy area with five temporary sculptures on the far western edge. It is vacant except for a building addressed as 7315 Olive Boulevard. The building has been vacant since acquisition. While not on the national historic register, it is of historic interest. The building was constructed in 1931 by St. Louis architect Harris Armstrong. It was formally known as the “Gable Tea Room,” a neighborhood tea room and speakeasy. Some of the site also sits in the floodplain, including the building. Floodplain regulations would apply to any development project.

**Property Survey – Floodplain (in blue)**



## PROJECT OBJECTIVES

The City purchased the properties in 2007-2009 to eliminate blighting conditions and problem properties with the intent to sell the entire site to a developer. Since that time, the properties have been landbanked while a thorough citizen engagement effort was conducted. Over 200 residents attended three interactive charrettes to help identify preferred uses for the site. A preference to retain the building was expressed with a desire to renovate and reuse the structure for a coffee shop, tea room, gathering space for youth, art gallery, or incubator space. The vacant portions of the property were envisioned as a community garden, sculpture park, skate park, skate rink, playground, or performance stage. In June 2016, after concluding the public input process, the City issued an RFP. One response was received. City Council did not act on the response and therefore the RFP is being re-issued.

The project is expected to enhance and reinforce the overall vision for the Olive Boulevard corridor. It should produce a long-lasting development that projects a positive community image, increases the value of surrounding property, adds to the public convenience, enlarges opportunities for pursuing an urban lifestyle, and enhances community resources. It should also provide quality renovation or redevelopment that is consistent with the Comprehensive Plan Update of 2005 and the Olive Boulevard Design Guidelines to improve the appearance of Olive Boulevard.

The Olive Boulevard and Midland Boulevard intersection is a highly visible location in the center of the corridor. Renovation of the building and/or new construction in this area will serve as a

catalyst for additional redevelopment. Respondents are encouraged to develop proposals that create visual interest and appeal from the sidewalk and incorporate art and landscaping. Proposed development concepts should improve the pedestrian and bicycle realm. Sustainable design elements are encouraged. Changes to the zoning designation and parcel consolidation will be considered to achieve this vision. The City is also willing to retain and maintain some of the property for public use, if the project goals for the building (small-scale retail) are met.

The Site represents an opportunity for a public-private partnership. The City may consider the sale of property for less than fair market value as a development incentive. Responsive proposals must demonstrate: (1) successful experience with similarly scaled developments, (2) economic and social benefits to the City, and (3) consistency with applicable plans, regulations and visions for the area. Proposals must include sufficient information and evidence of legal and financial ability of the respondent to carry out the project.

## SUBMITTAL REQUIREMENTS

Two (2) hard copies and one (1) electronic copy (in PDF format) of the response must be submitted. Responses must include the following information:

### **A. Team Qualifications**

1. Provide the name, address, telephone numbers, and e-mail addresses of the team or interested parties. Identify the individual(s) within the team authorized to serve as the spokesperson for the team.
2. Provide documentation demonstrating that the developer or interested parties are qualified to undertake the proposed project, including:

### **B. Financial Information**

Describe the financial strength and financial qualifications, which would contribute to the feasibility of project completion.

### **C. Vision Statement**

Describe your vision for the project site. Be specific in describing the overall project, types of uses, quality of design and financing. Explain your concept of a partnership with the City of University City that would be forged to achieve the vision. Explain, in detail, your plan to either renovate or demolish the building on site and proposal alternative buildings and materials. Describe how your vision will reflect the unique assets and eclectic qualities of University City.

### **D. Description of Recommended Process**

Describe a recommended process, timeline and stakeholder responsibilities for the project, in the event that you are selected for the project. Please include a timeframe from concept development through construction.

## EVALUATION OF RESPONSES

The City of University City will consider each proposal to evaluate the feasibility of renovating the building or new construction, community benefits, and the overall ability to accomplish the City's concept goals. Following the initial review, a short-list of candidates will be generated for on-site interviews. The City may ask potential candidates to demonstrate a financial commitment to the project.

Developers who submit proposed plans must adhere to the goals and objectives of the Comprehensive Plan Update of 2005. The City places a high value on the following factors, in no particular order of importance:

- A vision that incorporates elements of an inviting environment. These include but are not limited to characteristics such as prominent entries, outdoor gathering places, and public art.
- A vision that preserves area of the floodplain.
- Projection of a reasonable time line for the recommended processes.
- Understanding of market potential for the vision.

The Selection Committee will conduct a fair and impartial process for the selection of a developer(s) based upon satisfaction of the development objectives in this RFP.