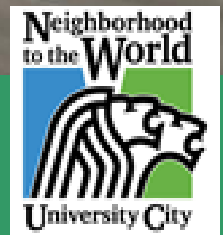


City of University City, Missouri

REQUEST FOR REDEVELOPMENT PROPOSALS

# I-170 AND OLIVE BOULEVARD AREA



ISSUE DATE: February 27, 2018

DUE DATE: March 30, 2018

# INTRODUCTION

The City of University City, Missouri (the "City") is soliciting proposals from interested parties to redevelop a multi-parcel acre site (the "Site") into a vibrant and transformative development. The Site is in the northwestern portion of the City on the east side of the interchange of Olive Boulevard and Interstate I-170. As a major entryway to the City, the Site and area significantly impact the City's image and represent a critical redevelopment opportunity. It is comprised of numerous parcels under private ownership. The City's intent in issuing this Request for Proposals ("RFP") is to encourage retail and/or office, hospitality and residential development of the Site and help stimulate the overall redevelopment of the Olive Boulevard corridor and adjacent residential areas.

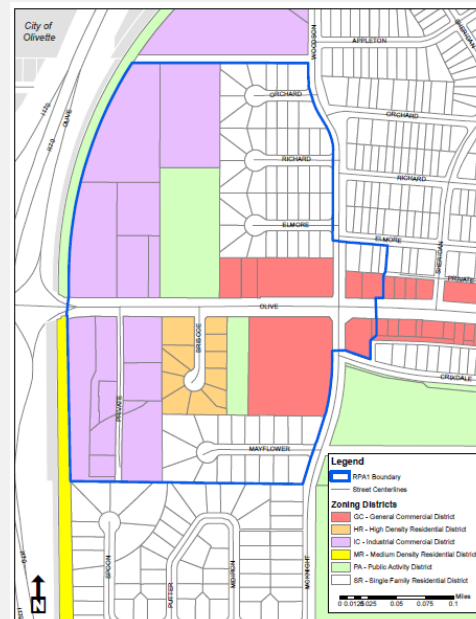
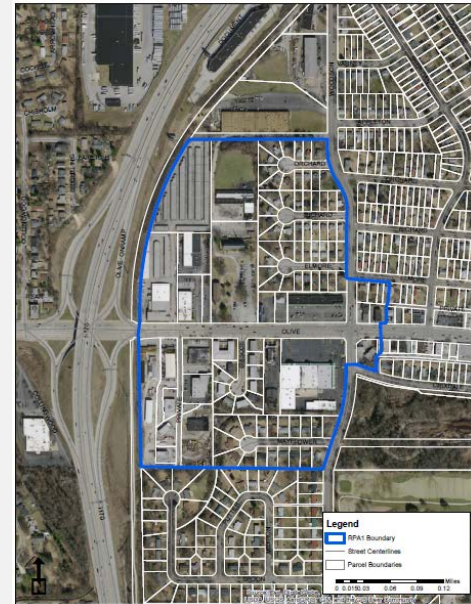
Redevelopment of the Site will demonstrate the highest quality design and architecture; include a thoughtful and balance mix of uses that create a regional destination and serve local needs; incorporate unique signage, art or other amenities that signify the area as entry to the City; and be consistent with community standards and goals. The Site represents an outstanding opportunity for a public-private partnership. 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.

The selection process will include identifying a short-list of qualified proposals, which may be followed by an invitation from the City to the development teams to discuss the proposal in person. The City is not bound to make a selection, and may elect to reject all responses.

Responses to this RFP are due on Friday, March 30, 2018 at 2:00 p.m. local time to the following address:

Ms. Andrea Riganti, Director  
University City Department of Community Development  
6801 Delmar Boulevard  
University City, MO 63130  
[ariganti@ucitymo.org](mailto:ariganti@ucitymo.org)

## The Site



# COMMUNITY PROFILE

Located in the St. Louis, Missouri Metropolitan region, University City lies at the western edge of the City of St. Louis. University City is bordered to the north by the cities of Wellston, Pagedale, and Overland; to the west by the City of Olivette; and to the south by the cities of Ladue and Clayton. Regional access is provided by several interstates and major arterials including Interstate 170, Interstate 64, Delmar Boulevard, Olive Boulevard, Hanley Road and Midland Boulevard.

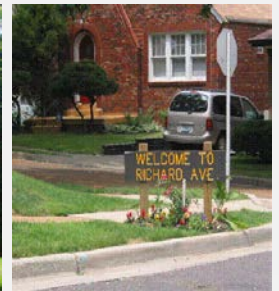
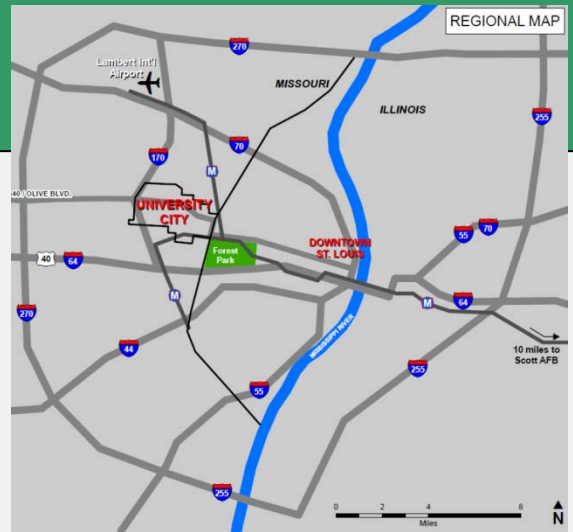
University City is a vibrant community of about 35,000 people and is known for its diversity and unique assets -- an eclectic mix of commercial activities, historical architecture and contemporary construction, cultural and recreational opportunities, and fantastically diverse residents.

Six square miles comprise the City's total land area. The City is essentially built-out and completely surrounded by established municipalities. University City is a predominantly residential community, with 93% percent of land uses devoted to residential. Commercial activities make up about 3% of the land area and are concentrated on Olive and Delmar boulevards.

*Housing.* One of University City's most attractive features is the outstanding housing stock, including impressive new construction, affordable bungalows, and historic stately mansions. Single-family residential, condominium units and apartment dwellings are found in the City and meet a range of housing needs. All are in close proximity to parks, shopping areas and restaurants.

*Retail, arts and entertainment.* University City offers a full array of restaurants from fine dining to trendy eateries and fast food restaurants. For nightlife, establishments offer pleasant, intimate surroundings, high energy music and live entertainment. A movie theater offers a fine selection of art, foreign, and limited release films.

A variety of ethnic businesses have chosen to locate in University City – providing dining, retail and other activities. The City is known to be one of the most culturally diverse communities in the region.





# COMMUNITY PROFILE

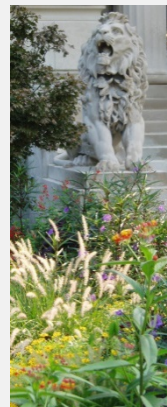
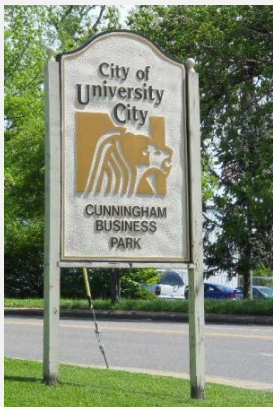
University City offers a variety of cosmopolitan cultural activities including visual and performing arts classes offered at the Center of Creative Arts; visual arts classes at Craft Alliance; and music lessons and classes. Works of local and international artists in various media are exhibited in several art galleries. The University City Public Library also hosts art exhibits, public lectures, poetry readings and a variety of programs. A volunteer orchestra, U City Symphony Orchestra, offers free concerts in various venues.

*Recreation.* University City has an extensive urban park system comprised of approximately 255 acres for walking, jogging, picnicking, and playing. The system includes seventeen parks, playgrounds, athletic fields, picnic facilities, tennis courts and open greenspaces.

Other recreational amenities include: Heman Park Community Center, Heman Park Centennial Commons, Heman Park Pool/Natatorium, recreation clubs, summer youth recreation programs, and the nine-hole Ruth Park Golf Course. Also, the City has a 26-acre wooded tract with an interpretive nature trail. These facilities, sporting groups, youth recreation programs and green spaces provide many recreational opportunities for residents and visitors.

*Commercial office.* Office space is located throughout the City. Major office development is located at the intersection of I-170 and Delmar Boulevard, while smaller office developments are located at major intersections along Olive and Delmar boulevards, including the Delmar Loop. A variety of services occupy these spaces, ranging from medical professionals to architects.

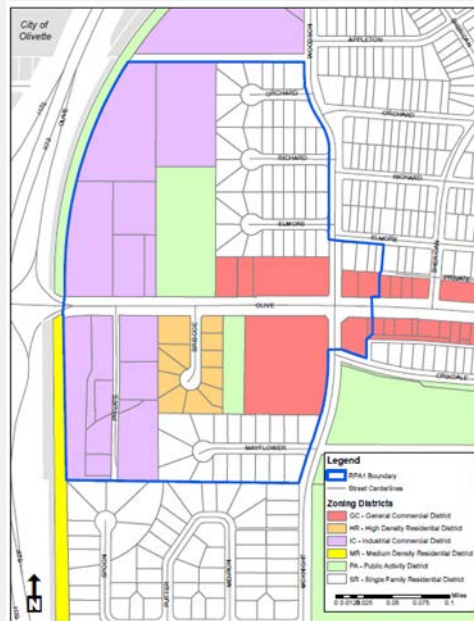
*Industrial.* The City also has a small industrial base. All industrial uses in University City are considered light and are primarily located in the Cunningham Industrial Park. Industrial uses can also be found at the eastern and western portions of Olive Boulevard and near the railroad tracks on North and South Road.



# SITE DESCRIPTION

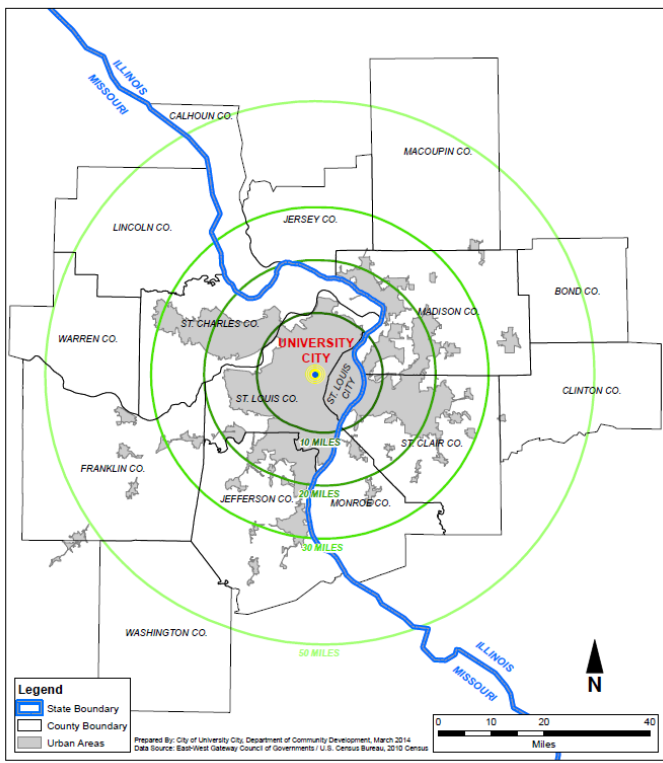
**Location.** The Site is located in the northwestern portion of University City, bisected by Olive Boulevard, with approximate boundaries of the city limits/I-170 to the west, the south side of Mayflower Court, a private access road to the north, and Woodson Avenue and various properties to the east.

Olive Boulevard is a major east-west thoroughfare in University City and generates approximately 22,000 average daily traffic. Located about 8 miles west of downtown St. Louis, the Site has excellent regional access. It is just minutes from St. Louis Lambert International Airport, Washington University – St. Louis, the Delmar Loop, the City of Clayton (the St. Louis County seat and a major employment center) and the Forest Park zoo, history museum, art museum and other amenities. Other advantages of the Site include access to a qualified work force within University City, and a local population committed to fueling the City's economy.



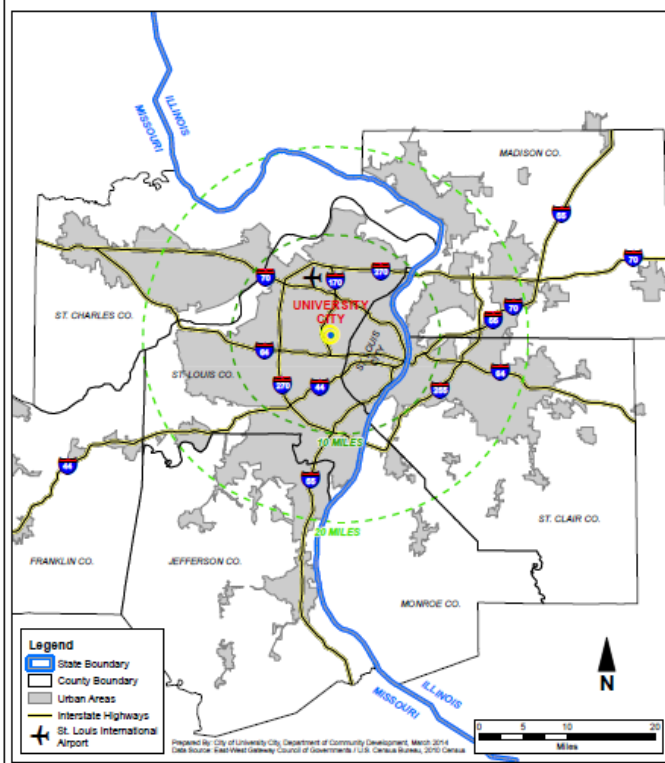
## CITY OF UNIVERSITY CITY HEART OF ST. LOUIS METROPOLITAN REGION (POPULATION: 2.8 MILLION)

Attachment 1 of 2



## CITY OF UNIVERSITY CITY CENTER OF INTERSTATE HIGHWAY NETWORK

Attachment 2 of 2



# SITE DESCRIPTION

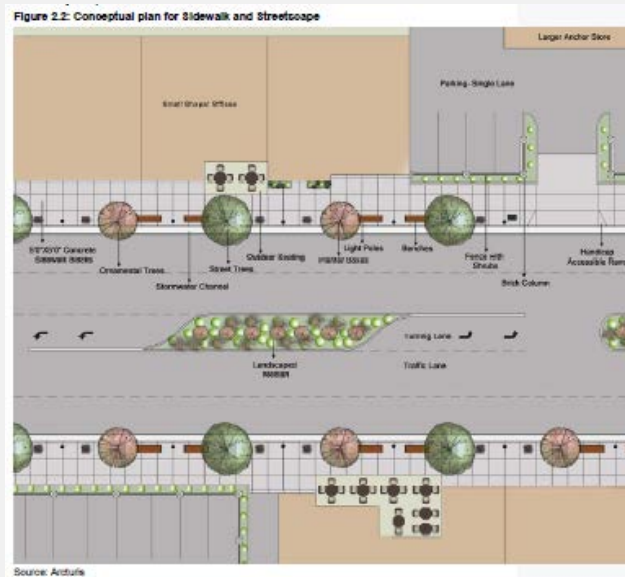
*Zoning and Land Use.* Existing zoning districts for the Site include industrial commercial, general commercial, public activity, and high density residential. Since a comprehensive project approach is being sought, it will likely need to be rezoned to a "Planned Development – PD". PD zoning encourages a mix of uses, pedestrian friendly development, flexibility with respect to setbacks and parking regulations.

Uses immediately surrounding the Site include residential to the north and south, commercial to the east, and vacant, commercial and office to the west in the City of Olivette. The City of Olivette recently issued a Request for Proposals for the area to the southwest of the Olive/I-170 interchange. A developer was selected to create a mixed use development including grocery, office and retail.

The development should be consistent with the City's Olive Boulevard Design Guidelines <http://www.ucitymo.org/468/Olive-Blvd-Design-Guidelines>. The guidelines are adopted as a supplement to the City's zoning ordinance, and intended to "...encourage economic development, preserve historic buildings, and create useful and lasting improvements that attract new market interest and private investment..." Further, the guidelines provide a framework for defining the scope of projects during preliminary planning and direct attention to those issues that impact development along the corridor. Specific goals include:

- Correct or Incorporate Infrastructure Improvements Within Streetscape Designs
- Maintain or Improve Mass and Space Relationships
- Enhance Pedestrian Experience
- Enhance Individuality within the Districts..."

## Olive Boulevard Design Guideline Example





# SITE DESCRIPTION

*Property description.* The Site is comprised of 107 parcels . Specific land uses include a self-storage facility, Urgent Care Center, a church, lumber yard and business, restaurants, and other activities typical of strip center development. The buildings and property conditions in the area vary from good to fair. The commercial areas along Olive Boulevard are characterized by shallow lots and a high concentration of businesses. The industrial uses are located to the south of Olive Boulevard, as well as in the northern portion of the Site. Many of the commercial and industrial developments lack adequate landscaping, are almost exclusively auto-oriented and are not aesthetically appealing. The Site also includes a deteriorating apartment complex, with a history of property maintenance and building code violations.

All of the parcels are under ownership by several individuals and the land transaction will be between the property owners and the developer. The selected developer will be required to submit a relocation plan for any displaced property owners/residents.



# COMMUNITY VISION & PREFERRED USES

The physical and economic revitalization of Olive Boulevard is the City's highest priority. The overall vision for the corridor is:

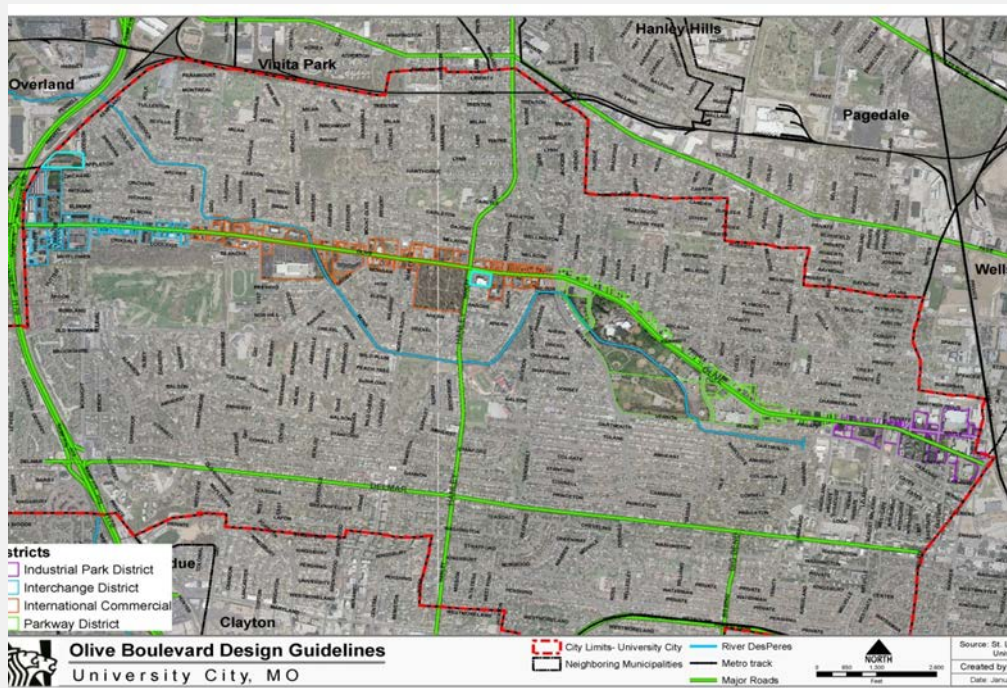
*Olive Boulevard should be a unique corridor that reflects the unique "personality" of University City – not a clone thoroughfare*

*It should be more than just a transportation channel; it should be a practical destination corridor, with regionally and locally attractive nodes*

*It should contain a variety of uses and different character areas*

*It should be a multi-modal transportation corridor that is safe, efficient, and well-connected for all users regardless of age or ability*

Redevelopment of the Site is a key step in the attainment of the long-term vision for the Olive Boulevard corridor. The City's development goals for the property include high quality designed new construction of a comprehensive development that could include a mix of commercial, retail, residential or office uses. This development will augment several planned and in-progress infrastructure and land use projects that are improving the physical appearance of the corridor. For example, streetscape improvements (landscaping, sidewalks and lighting), façade improvements, and the Olive Boulevard Design Guidelines are such projects that have assisted with the Olive Boulevard redevelopment.







# COMMUNITY VISION & PREFERRED USES

The Olive Boulevard corridor, and the Site specifically have been well-studied over the past decade. Planning efforts such as the City's Comprehensive Plans, Olive Boulevard Design Guidelines, and the Joint Redevelopment Task Force identified several preferred uses for the area. Respondents should demonstrate an ability to meet the preferred uses and development objectives.

Preferred uses:

- **Community and regional retail.** This is the most preferred use for the Site. A significant retail anchor is desired to support the overall Site redevelopment.
- Restaurants, bakeries, delis, or wine bars
- Entertainment (theater)
- Hotels (full service)
- General Office
- Multi-family housing, including senior housing

- Development objectives identified for the area include
  - A transformative mixed-use development that meets community shopping, service, employment and housing needs, and includes growth opportunities for other areas along the corridor.
  - Creative architecture that will appropriately represent the gateway to the City.
  - Position the development to respond to shifting market conditions; ensure its sustainability.
  - Sensitivity to the surrounding residential land uses; directly or indirectly stabilize and revitalize adjacent neighborhoods.
  - Attract businesses that deliver tangible returns on public investments, including sales tax generation, job creation and property values.
  - Multi-modal transportation connections and amenities for bicyclists, pedestrians, and buses.



# PUBLIC INCENTIVE CONSIDERATION

The City will consider requests for public assistance -- for the right development that supports articulated community vision, preferred uses and objectives. Tax Increment Financing, Community Improvement District, Transportation Development District, and Local Option Economic Development Retail Sales Tax are some of the programs that may be considered to leverage private investment.

Approval of the requested public assistance must comply with all State, County and local statutes and is not guaranteed.



# SUBMITTAL REQUIREMENTS

Twelve (12) hard copies and one (1) electronic copy of the proposal documents should be submitted by Friday, March 30, 2018 at 2:00 p.m.

The submittals shall include:

## A. Team Qualifications

1. Provide the name, address, telephone numbers, and e-mail addresses of the development team. Identify the principal individual(s) within the development team that will oversee the project and other team member roles.
2. Identify and describe any relationship the development team may have with subsidiaries, joint venture partners, or others who are significant to the project.
3. Provide examples of prior projects completed by members of the development team that are similar to the RFP. Include as much of the following information as possible: site plans, images of completed projects, total development cost, total building area by use, role in project, financing structure (public incentives included), number of jobs created, cost/value, and other benefits to the community.

## B. Redevelopment Concept

1. Provide a description of the redevelopment concept including identification of the properties involved, proposed scale and mix of uses. Describe how the concept meets the urban design, active uses, and development objectives for the area.
2. Provide, at a minimum, the following design information in conceptual form;
  - Site Plan
  - Elevations, and
  - Floor plan.
3. Provide birds eye view perspectives of various locations depicting the concept for redevelopment.

## C. Approach

1. Describe the team's approach to the project.
2. Provide a preliminary schedule for development of the proposed project relating to property acquisition, planning, design, approvals, financing, phasing, development, construction and operation.
3. Describe the appropriateness of the proposed development concept relative to local market conditions.

## D. Financial Capability

1. Provide a preliminary financing strategy including capability to source the capital necessary to fund and/or finance the proposed project. Evidence to prove ability to finance a project of this size shall be provided.
2. Demonstrate previous experience with financing similar developments in urban areas.

## E. Public Benefit

1. Describe how the redevelopment concept will enhance the Olive Boulevard corridor, and surrounding residential areas. *Members of City Council have stated that "The primary objective is the redevelopment of Olive Boulevard. Secondary to that is the stabilization and revitalization of the adjacent neighborhoods. The City will consider proposals from qualified developers interested in carry out the objectives."*
2. Describe the estimated taxable sales volume by use.
3. Describe the number of jobs to be created.





# SELECTION PROCESS

The City of University City will review each of the development proposals received for completeness and adherence to the RFP. Proposals will first be reviewed by City staff. During the initial review, the City may request supplemental information as needed.

Following the initial review, a short list of respondents will be selected for interview by the City.

The City may elect to reject all responses. The City will consider alternative proposals or bids.

Any questions regarding this RFP should be presented in writing to Andrea Riganti, AICP, Director of Community Development at [ariganti@ucitymo.org](mailto:ariganti@ucitymo.org).

The responses to this RFP will be kept confidential in accordance with *RSMo. 610.021 (12) Sealed bids and related documents, until the bids are opened; and sealed proposals and related documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected*. The City Council may make the responses available to the public after a contract with a developer is executed.