



City of University City

Request for Redevelopment Proposals

8008 Olive Boulevard

Issue Date: August 5, 2024
Due Date: September 11, 2024 at 2:00 p.m.





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INTRODUCTION

The City of University City, Missouri (the “City) is soliciting proposals from interested parties to redevelop a 17.31 acre site (the “Site”) into a vibrant and transformative development. The Site is located along the Olive corridor, minutes away from Interstate 170. This project offers the opportunity to capitalize on the new Market at Olive development at 170 and Olive Blvd. The site is currently under private ownership. The City’s intent in issuing this Request for Proposals (“RFP”) is to encourage development, including but not limited to, mixed-use development including restaurant, retail, mixed residential, entertainment, and/or office of the Site; and continued reinvestment in the Olive Boulevard corridor embrace and promote the area’s unique cultural and ethnic diversity; and benefit adjacent residential areas.

Ideally, redevelopment of the Site will demonstrate the highest quality design and architecture; include a thoughtful and balance mix of uses that create a community destination and serves local needs; incorporate unique signage, art, and public gathering spaces, and be consistent with community standards and goals. The Site represents an outstanding opportunity for a public-private partnership. Responsive proposals should demonstrate: (1) successful experience with similarly scaled developments, (2) economic and other 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.

Responses to this RFP are due on Monday, September 11, 2024 at 2:00 p.m. local time to the following address:

Brooke A. Smith, Deputy City Manager
University City Department of Economic Development
6801 Delmar Boulevard
University City, MO 63130
bsmith@ucitymo.org

THE SITE: 8008 Olive Boulevard



1. 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 surrounded by established municipalities. University City is a predominantly residential community, with 76% of land uses devoted to residential. Commercial activities make up about 13.3% 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 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.

University City offers a variety of cosmopolitan cultural activities including visual and performing arts classes offered at the Center of Creative Arts. 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.

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 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.

2. SITE DESCRIPTION



Location: The Site is located in the northwestern portion of University City along the Olive corridor. The Site borders a residential neighborhood to its south. The Site is just minutes away from the new Market at Olive Development located at Olive and Interstate 170.

Olive Boulevard is a major east-west thoroughfare in University City and generates approximately 12,000 AADT (annual 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.

Zoning and Land Use: Existing zoning districts for the Site is General Commercial. The recently adopted Comprehensive Plan (<https://www.ucitymo.org/DocumentCenter/View/18169/University-City-Comprehensive-Plan---Jan-2024?bidId=>) suggests Activity Center as a future use. Activity centers are mixed-use areas that integrate places to live, work, and shop. They are typically located along major corridors and intersections and represent locations for strategic development or redevelopment. The 2021 Economic Development Strategy (<https://www.i5group-portal.com/ucityeconomicstrategy-home>) proposes an International District for this portion of Olive Boulevard.

ACTIVITY CENTER

Activity centers are mixed-use areas that integrate places to live, work, and shop. These areas include a variety of commercial, office, and residential uses, arranged in a compact and walkable pattern. These are located along major corridors and intersections and represent locations for strategic development or redevelopment. They are characterized by vertical mixed-use buildings located close to the street (residential or office uses above ground-floor) retail or horizontal mixed-use (uses are adjacent to one another in a connected development).

INTENT

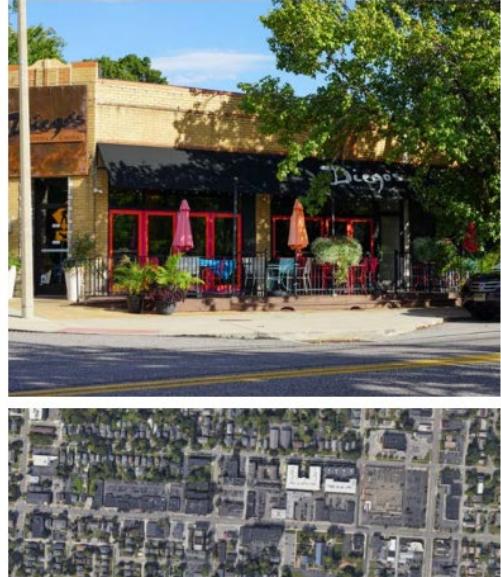
- » Promote infill development or redevelopment to create walkable activity centers that are connected to surrounding development and include a mix of contemporary uses.
- » Support integrated mixed-use development, both horizontal and vertical mixed-use buildings, along commercial corridors to revitalize activity centers.
- » Encourage high quality architecture and materials standards.
- » Integrate public open space and recreation areas such as trails, streetscapes, and greenways.
- » Reduce and consolidate surface parking.
- » Improve pedestrian and multi-modal connectivity.

PRIMARY USES

- » Vertical Mixed-use
- » Horizontal Mixed-Use
- » Multi-Family Residential
- » Commercial

SECONDARY USES

- » Civic / Institutional
- » Parks and Open Space

| | | | |
|--|--|---|---|
|  |  |  |  |
| BUILDING BLOCKS | | | |
| Height Range | 1-5 stories | | |
| Building Form | Variety of types from freestanding buildings to attached. Civic uses may have varying building form and placement to accommodate their functions. | | |
| Building Setback | 0-10 feet (generally consistent within a block). Greater setbacks for civic uses are appropriate. | | |
| Open Space | Plazas, pocket parks, formal parks, trails, and greenways. Public realm (space between buildings and streets) acts as open space. | | |
| Streets | Gridded street pattern with short, walkable block lengths and wide sidewalks; crosswalks, traffic calming measures, and other streetscape amenities. | | |
| Parking | Shared surface parking located behind buildings; on-street parking. | | |
| Mobility | Walking, biking, transit, automobile | | |

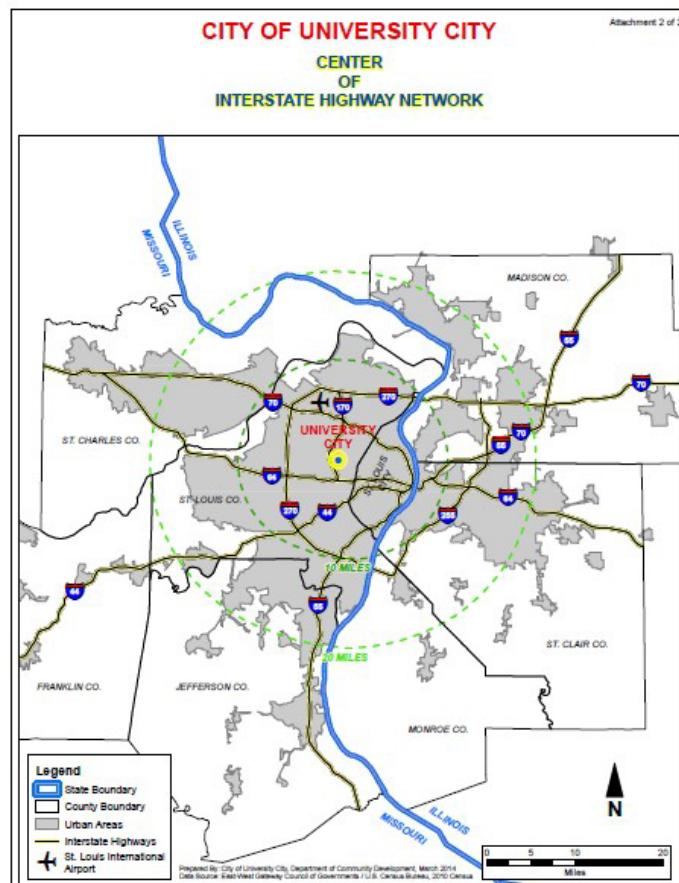
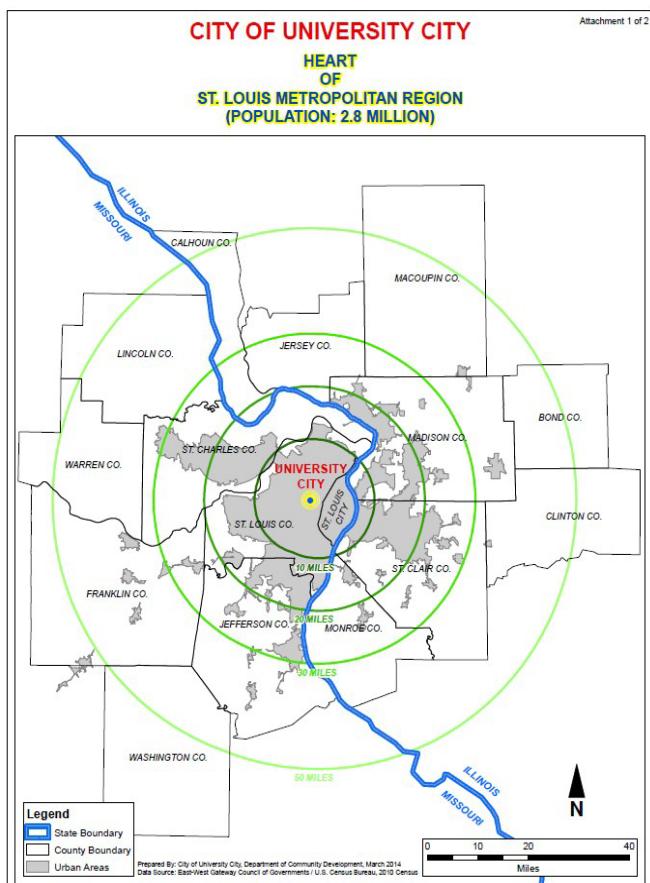
The University City Comprehensive Plan designates the Site as "Activity Center." The above image is an excerpt from the plan describing the appropriate uses and character for this designation.

Uses immediately surround the Site include residential and commercial. The development should be consistent with the Olive Boulevard Design Guidelines (<https://www.ucitymo.org/468/Olive-Blvd-Design-Guidelines>). The guidelines were 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

Property Description: The Site is comprised of approximately 17.31 acres. Current land use includes (insert Specs from General Commercial). Proposed land use as described in the Comprehensive Plan include Vertical Mixed-use, Horizontal Mixed-use, Multi-Family Residential and/or Commercial. 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 locally owned businesses with international focus. Industrial uses are located to the south of Olive Boulevard. Many of the commercial and industrial developments lack adequate landscaping, are almost exclusively auto-oriented and are not aesthetically appealing.

The parcel is currently under ownership by a private individual and the land transaction will be between the property owner and the developer.



3. COMMUNITY VISION & PREFERRED USES

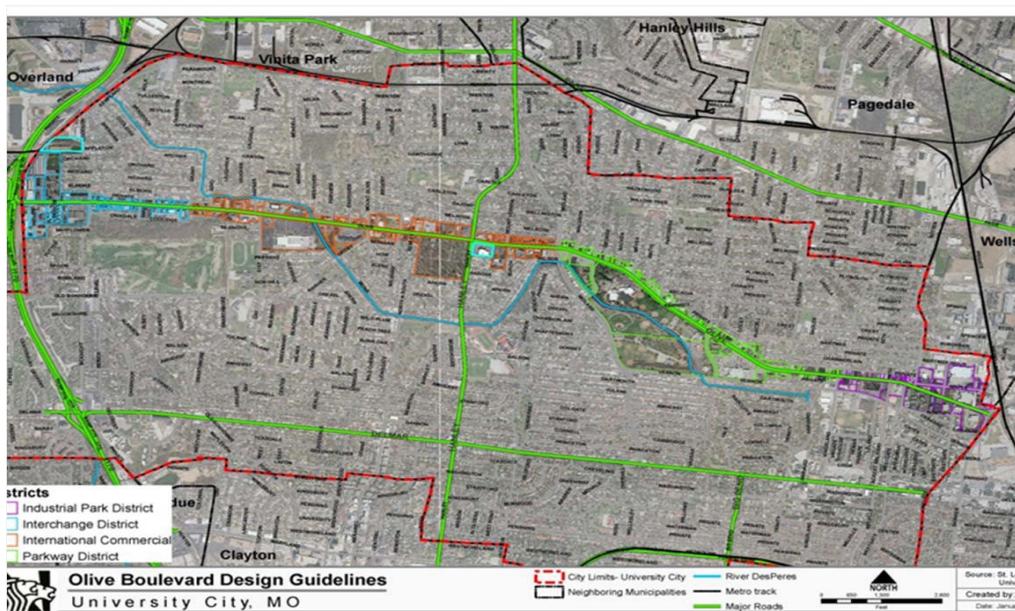
The physical and economic revitalization of Olive Boulevard is the City's highest priority. The overall vision for the corridor is:

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, restaurant, residential, entertainment, and/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.

The Olive Boulevard corridor has been well-studied over the past decade. Planning efforts such as the City's Comprehensive Plans, Olive Boulevard Design Guidelines, and the Economic Development Strategy identified several preferred uses for the area. Respondents should demonstrate an ability to meet the preferred uses and development objectives.

Preferred uses:

- Mixed-use development with businesses, amenities, and entertainment uses that draws local and regional visitors.
- Restaurants, bakeries, delis, breweries, or wine bars
- Entertainment (sports/recreational uses)
- Mixed residential (may include townhomes, duplexes, cottage court homes, etc.) providing a range of housing types and for a range of household incomes.
- General Office

- 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 and site design that integrates active outdoor public/semi-public spaces.
 - Environmentally sensitive design that incorporates innovative stormwater mitigation strategies, particularly along the east side of the property which abuts the River Des Peres
 - Position the development to respond to shifting market conditions; ensure its sustainability.
 - Sensitivity to the surrounding residential land uses; directly or indirectly stabilize and benefit 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.

4. 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.

5. SUBMITTAL REQUIREMENTS

Twenty (20) hard copies and one (1) electronic copy of the proposal documents should be submitted by **Monday, September 11, 2024 at 2:00 p.m.**

The submittals shall include:

A. Team Qualifications

1. Provide the name, address, telephone numbers, and email 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 Redevelopment Area
2. Provide, at a minimum, the following design information in schematic form:
 - Site Plan
 - Elevations, and
 - Floor plan
3. Provide birds eye view perspectives of various locations depicting the concept for redevelopment
4. A traffic circulation plan

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. 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. Describe the estimated taxable sales volume by use. Describe the number of jobs to be created.

6. 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 the City Manager, senior staff, and other designated staff. During the initial review, the City may request supplemental information as needed.

Following the initial review, a short list of respondents may be selected for interview by the City. A selection committee will be established and conduct a fair and impartial process for the selection of a developer(s) based upon satisfaction of the development objectives in this RFP. The Selection Committee may elect to reject all responses.

Any questions regarding this RFP should be presented in writing to Brooke A. Smith, Deputy City Manager/Dir. of Economic Development at bsmith@ucitymo.org. Questions and/or requests for additional information must be submitted no later than **August 20, 2024 at 4:00 p.m.**

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.

7. RFP SCHEDULE

| STEP | DATE |
|--|---------------------------------|
| Draft RFP Materials | July 15 – 19, 2024 |
| Finalize RFP Materials | July 24, 2024 |
| RFP Released | August 5, 2024 |
| Questions/Request for Information Deadline | August 20, 2024 by 4:00 p.m. |
| Proposals Due | September 11, 2024 at 2:00 p.m. |
| Interviews (if requested by City) | Week of September 16, 2024 |
| Notice of Selection | TBD |