



SHAKER HEIGHTS

July 21, 2021

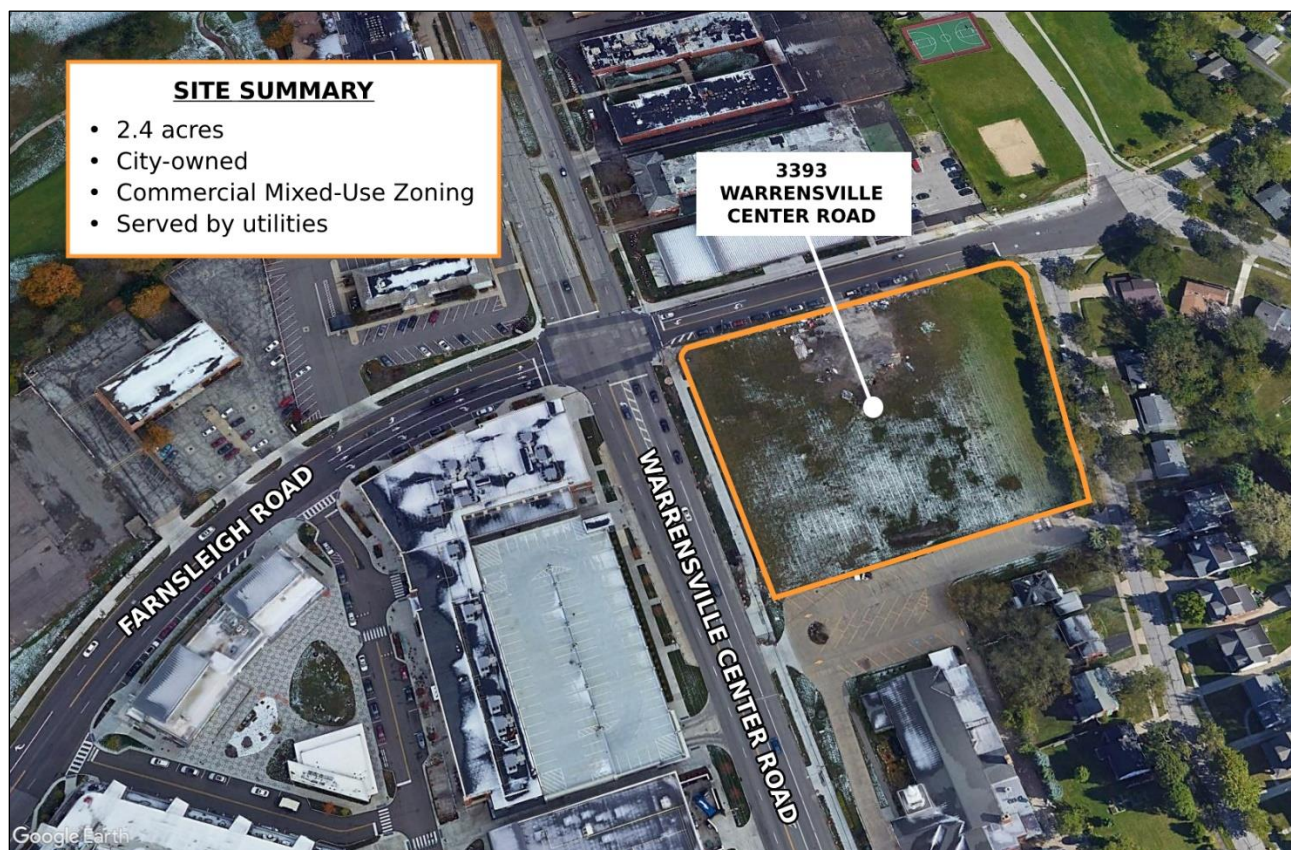
Request for Proposals

Redevelopment of 3393 Warrensville Center Road

City of Shaker Heights, Ohio

PPNs 736-13-057 and 736-13-058

Proposals Due: September 15, 2021 at 4:00 P.M.



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PROJECT GOAL

TO FIND AND SELECT THE MOST QUALIFIED AND BEST PARTNERS TO DEVELOP A 2.4-ACRE SITE IN A MANNER THAT PROVIDES THE MAXIMUM BENEFIT TO SHAKER HEIGHTS.

A. Introduction

The City of Shaker Heights, Ohio (the “City”) is seeking proposals from qualified development teams to design, develop and construct a creative new development project on approximately 2.4 acres of City-owned property located at 3393 Warrensville Center Road (at the SE corner of Farnsleigh Road) in the Van Aken District.

The City intends to create a mutually beneficial redevelopment partnership with the selected development team. Proposed projects should build on and complement surrounding amenities and activities, including the successful first phase of mixed-use development at the new Van Aken District and its planned future phases.

This Request for Proposals (RFP) describes the development opportunity, submission requirements and transactional expectations of this project.

Proposals Due: September 15, 2021 at 4:00 P.M.

B. Background information

1. About Shaker Heights

The City of Shaker Heights, Ohio is a first-ring suburb of Cleveland nationally known for excellence in education, architecturally rich housing options, tree-lined neighborhoods, and a renowned history as a progressive and diverse community. With the opening of the first phase of the new Van Aken District mixed-use development, Shaker Heights now has a vibrant, authentic commercial district that complements its distinguished residential neighborhoods.

2. About the Van Aken District

The Van Aken District features a \$100 million mixed-use redevelopment that transformed an ailing shopping center and confusing, unsafe intersection into a vibrant, walkable, transit-oriented commercial district. The revitalized District includes 64,000 square feet of newly constructed Class A office space, 100,000 square feet of retail, and 103 apartments, all centered on public gathering spaces. A centerpiece of the new development is a Market Hall that brings the community together among local food purveyors and retailers. It is a place to grab a cup of coffee, meet for lunch, browse locally-owned retailers, hold a business meeting, or enjoy a band or block parties in the evening. It offers a unique

blend of urban and suburban lifestyles that is readily accessible by public transit – located at the beginning of the Greater Cleveland Regional Transit Authority (RTA) Blue Line rapid transit line with direct access to downtown Cleveland and to Cleveland Hopkins International Airport – and has easy access to two freeways (I-271 and I-480).

The successful first phase of development at the Van Aken District opened in 2019 as the result of a true public-private partnership, and the same partnership is currently embarking on further phases of development to include additional new office space and luxury multi-family housing. Just announced in early 2021, a [second phase of development](#) will bring an additional \$100 million of investment with the construction of approximately 230 units of new rental housing surrounded by green space and natural landscaping. Furthermore, the City and development team are also partnering with RTA to enhance the rapid transit station. As shown in a new [Public Realm Plan](#), planned investments include a new train platform, comfort station, and shelters as well as streetscape and plaza improvements, with implementation expected in 2023.

For historical information on Phase 1 of the Van Aken District, visit the [City of Shaker Heights Planning Department webpage](#). To explore the District, visit www.thevanakendistrict.com.



Van Aken District, January 2019 (V1Drone Media Photos)

C. Development Opportunity

1. Project Overview

The City is seeking proposals to design, develop and construct an innovative new development that strengthens and complements surrounding amenities and activities, including the successful first phase of development at the new mixed-use Van Aken District and its planned future phases. The City will select a development team that demonstrates the ability to develop the project site consistent with the City's vision and development objectives described in this RFP.

The City will consider all creative proposals, including the following uses or combinations of uses:

- Multi-family housing that adds to Shaker's diverse range of housing options;
- Recreation; health/sports entertainment; wellness;
- Hospitality services (e.g. lodging, dining and related entertainment);
- Destination retail;
- Other complementary commercial uses;
- Community uses.

The City prefers a mix of unique uses, including first floor active uses that are open to the public along Warrensville Center Road. Project components should complement and not compete with surrounding uses. We encourage inclusion of locally and regionally owned businesses within the mix of tenants.

2. Site Description and Current Conditions

The City-owned development site consists of 2 parcels totaling approximately 2.4 acres. The project site is comprised of Permanent Parcel Numbers 736-13-057 and 736-13-058.

The project site is situated amid public and private recreational facilities, an established residential neighborhood, a local church, and mixed-use office, retail and residential sites.

- Directly north of the project site is a new privately-owned rock gym, Shaker Rocks, which serves everyone in the community – from families to serious climbers to new adventurers – and has quickly become a regional and national destination for climbers.
- Also to the north, Thornton Park provides public recreational facilities, featuring an indoor ice arena, outdoor swimming pool, sledding hill, and other outdoor public recreation amenities.
- Directly east of the project site are strong, established residential neighborhoods consisting of single-family homes.
- A variety of multi-family housing options are available along Warrensville Center Road and Van Aken Boulevard, including rental and condominium options at a range of price points.
- The newly constructed first phase of the mixed-use Van Aken District sits directly west of the project site.
- A second phase of Van Aken District development, recently announced in early 2021, will feature approximately 230 newly constructed rental housing units – from junior one-bedrooms to

premium penthouses – on Farnsleigh Road at Van Aken Blvd. overlooking the Shaker Heights Country Club.

The new development should seamlessly connect the residential neighborhoods, Thornton Park and the mixed-use commercial district.

The City previously purchased and demolished two vacant buildings at the project site. The project site is now flat and grass covered, ready for development. It is served by all major utilities. An underground culvert is located along the south and east property lines (see the ALTA survey linked below). The site is also adjacent to a recently completed \$2.3M three-quarter mile multi-purpose path and streetscape.

SITE LOCATION MAP



Additional resources:

- [ALTA Survey](#)
- [Phase I Environmental Site Assessment](#)
- [Phase II Environmental Site Assessment](#)
- [Laboratory Analytical Report](#)

3. Development Objectives

The development should contribute to a vibrant, mixed-use town center. The City encourages creative and innovative ideas for the use, design and space, with the goal of creating a unique, dense, walkable, and connected development. The City desires to:

- Drive activity to and within the Van Aken District, including activating the street level;
- Create connectivity throughout the greater Van Aken District and across major roadways;
- Foster a vibrant, walkable environment and provide a safe, inviting pedestrian experience;
- Provide opportunities for increased use of public transit and multiple modes of transportation;
- Support and encourage sustainable development practices (those that incorporate measureable sustainable standards will be given additional consideration);
- Build on and offer the sense of community for which Shaker Heights is known;
- Complement and create harmony among all adjacent uses, including the directly adjacent single-family residential neighborhood;
- Integrate high-quality design, materials and construction for which Shaker Heights is known;
- Incorporate community feedback into the design;
- Encourage commercially reasonable efforts to achieve inclusion of minority-owned, female-owned, veteran-owned and EDGE-certified business enterprises in the design, development and/or construction of the development;
- Deliver returns on public investment, such as job creation, tax revenue, property values, and/or community uses.

4. Zoning and Design Principles

The site is zoned Commercial Mixed-Use (CM). The purpose of this zoning district is to encourage a compact mix of uses on the site that reflects the pedestrian scale and district vitality. The development should improve the pedestrian environment through building orientation, attractive building facades and pedestrian amenities. The design principles call for activation along the street with ample street-facing windows and visible customer entrances. Natural building materials reflecting the materials and quality found in Shaker are expected. Buildings are to respect the street context, form street walls and provide density. Parking should be contained on site. Please refer to the CM Commercial Mixed Use District [Planning and Zoning Code, Chapter 1234 of the Codified Ordinances of Shaker Heights](#).

5. Development Structure

The two parcels available total 2.4 acres; both parcels are owned by the City. The City will consider several site control options, including sale of the project site, long-term ground lease, or other

arrangements to be negotiated with the selected developer. The cost(s) and terms will be negotiated with individual builders/developers. The site also falls within a designated Community Reinvestment Area and/or may be eligible for tax increment financing.

D. Proposal Requirements and Evaluation Criteria

1. Content of Proposals

All proposals will include the following components, in the order listed:

- A. Letter of Interest—provide a summary overview of your proposal and explain the reasons for your interest; include contact name, title, phone and email address;
- B. Project Team—identify key members of your development team, including (at minimum) the developer and architect; describe each of their roles and qualifications; provide links to websites;
- C. Relevant Experiences—provide a minimum of three examples of relevant experience for each team member that illustrate your experience with the type of work requested in this RFP;
- D. Project Description and Conceptual Drawings—present the concept of your project and a general site plan; include program components and clearly state the square footage of each component (a range of square footage may be provided); demonstrate your understanding of the City’s objectives;
- E. Project Structure and Cost—include a proposed project structure (including the purchase price offered or proposed annual lease amount and desired terms); provide an estimated project cost, preliminary sources and uses, and proposed sources of financing; demonstrate feasibility (financial information may be marked confidential);
- F. Anticipated Schedule—provide a preliminary timeline for planning, design, financing, construction, and operation; and
- G. References—provide at least three references, preferably for those projects listed as relevant experience. References will be contacted; contact information must be current.

2. Evaluation Criteria

Proposals will be evaluated based on the following primary criteria:

| Criteria | Description |
|-----------------------------|---|
| Project Team Qualifications | <ul style="list-style-type: none"> Background and experience of key team members and project managers |
| Concept and Approach | <ul style="list-style-type: none"> Does the development concept and preliminary site design meet the Development Objectives? |
| Feasibility | <ul style="list-style-type: none"> Demonstrated market viability Demonstrated financial ability Is the timeline realistic? |

| | |
|--------------------------------|--|
| | <ul style="list-style-type: none"> • Is there an established relationship with prospective tenants or commercial brokerage firms/tenant reps? |
| Benefits and Costs to the City | <ul style="list-style-type: none"> • What is the estimated overall community, economic and/or tax benefit to the City of Shaker Heights? • Is the project fulfilling an unmet need in the community? |

Proposals will be evaluated by City administration. The submission process is informal; calls and meetings are welcome if you need clarification or more information.

Interviews with select development teams will be scheduled in late September or early October 2021. The City reserves the right to ask one or more development teams to provide additional submission details. The City also reserves the right to reject, in whole or in part, any or all proposals or to make no selection.

Upon selection of the best final proposal, the City will negotiate business and performance terms with the selected development team, subject to City Council approval. Selection and entering into negotiations do not commit the City to accept any or all of the terms of the proposal.

E. Submission Instructions

By 4:00 P.M. on September 15, 2021, please submit three (3) hard copy proposals and one (1) electronic copy in PDF format (no larger than 15MB) to:

Laura E. Englehart
 Director of Economic Development
 City of Shaker Heights
 3400 Lee Road
 Shaker Heights, Ohio 44120
 Office: (216) 491-1334
laura.engagehart@shakeronline.com

The City of Shaker Heights is an Equal Opportunity Employer and prohibits, in accordance with the law, discrimination on the basis of race, color, religion, military status, national origin, disability, age, ancestry, sex, sexual orientation, and gender identity or expression. Minority Business Enterprises, Female Businesses and Small Business Enterprises shall be afforded full opportunity to submit proposals. The Vendor awarded a contract pursuant to this RFP shall not discriminate against any employee or applicant for employment because of race, color, religion, military status, national origin, disability, age, ancestry, sex, sexual orientation, and gender identity or expression. Vendor's employees must be treated during employment without regard to race, color, religion, military status, national origin, disability, age, ancestry, sex, sexual orientation, and gender identity or expression. As used herein, "treated" means and includes without limitation the following: recruited, whether by advertising or other means; compensated, whether in the form of rates of pay or other forms of compensation; selected for training, including apprenticeship, promoted, upgraded, demoted, downgraded, transferred, laid off and terminated. The Vendor shall, during the term of the contract with the City, post in conspicuous places, available to employees and applicants for employment, notices to be provided by its hiring representatives setting forth the provisions of this nondiscrimination clause and that contractor is an Equal Opportunity Employer.