



Master Development of Village Green

REQUEST FOR QUALIFICATIONS
CITY OF POWELL



REQUEST FOR QUALIFICATIONS FOR MASTER DEVELOPMENT OF VILLAGE GREEN

REQUESTED WORK:

The City of Powell’s Community Development Department invites developers to respond to this Request for Qualifications (RFQ) to master plan and develop approximately 12 acres of City of Powell-owned land in downtown Powell referred to as “Village Green.”

ISSUED BY:

The City of Powell Community Development

47 Hall Street

Powell, Ohio 43065

DATED:

Monday, April 24, 2023

RFQ SUBMISSION DATE DUE:

Proposals will be received by the City until 2 pm E.S.T. on Friday, May 19, 2023

POINT OF CONTACT:

All communication regarding this RFQ will be directed via email only to: jtyler@cityofpowell.us

Jeffrey Tyler, RA, Assistant City Manager / Community Development Director.

INTENT TO PARTICIPATE

Firms interested in responding should indicate their intent to respond to this RFQ via email to Jeffrey Tyler at jtyler@cityofpowell.us by May 8, 2023.

QUESTIONS AND CLARIFICATIONS

Any questions and/or clarifications regarding the RFQ should be addressed via email to Jeffrey Tyler at jtyler@cityofpowell.us by May 12, 2023. Responses will be emailed by May 15, 2023 to all firms that confirmed their intent to respond.



1. INTRODUCTION TO THE CITY OF POWELL

The City of Powell encompasses a geographic area of approximately six (6) square miles within a major US metropolitan area footprint, located 30 minutes north of downtown Columbus. Money Magazine has included the City of Powell as the 18th Best Place to live in the United States. Powell's proximity to the City of Columbus, The Ohio State University, the Columbus Zoo and Aquarium, and the Muirfield Village Golf Club, home to the world renown Memorial Tournament offers an excellent balance between a smaller city's sense of place and access to opportunity and amenities associated with a vibrant, urban, metropolitan center.

Major, class-leading health care systems maintain a significant physical presence in the City including; the future OSU Wexner Medical Center's Powell Ambulatory Care Facility's, the Ohio Health Network's Powell Family Medicine, and Mount Carmel Health System's Powell Medical Group and Wedgwood Urgent Care facilities.

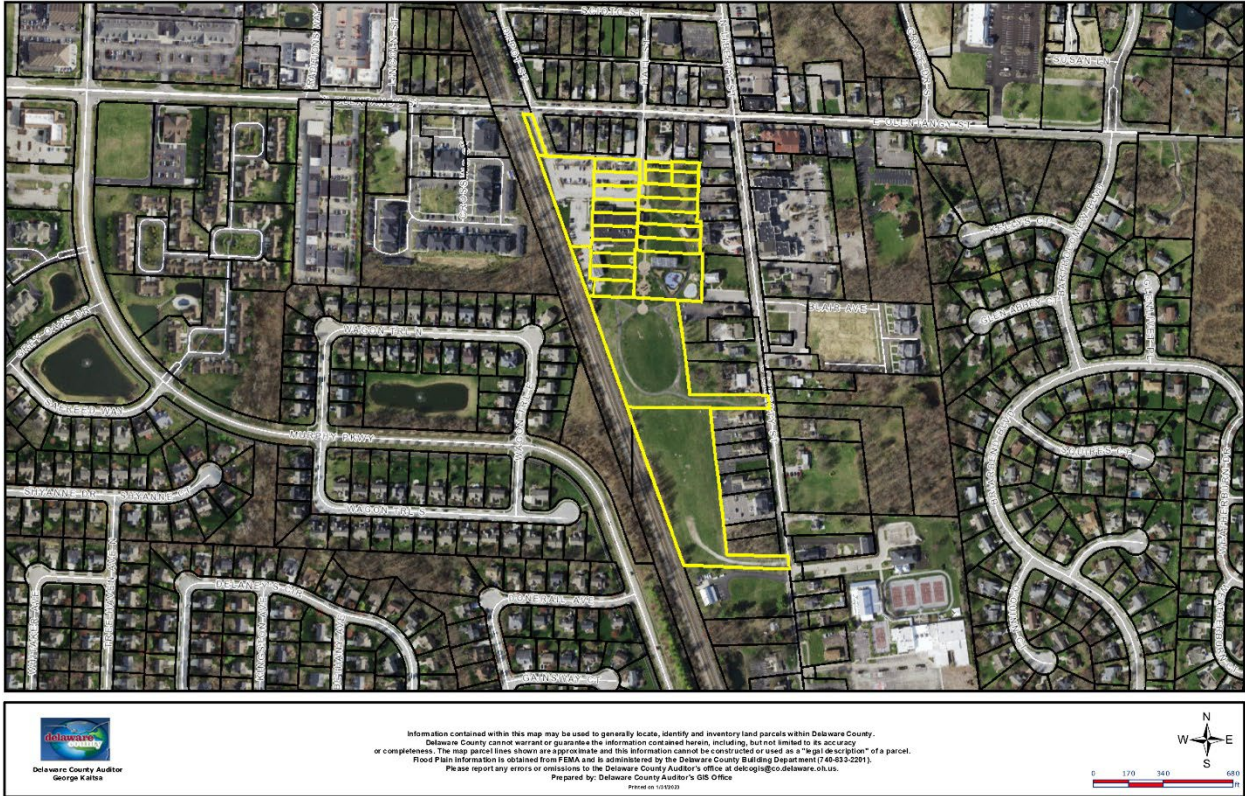
The City provides a full complement of local government services including an extensive parks network, a world class police department, and comprehensive street and pedestrian thoroughfares. Its partnership with Liberty Township ensures responsive fire suppression, emergency medical and other fire prevention and medical services.

The City of Powell is a Council-Manager form of local government, and the organization consists of approximately 50 full-time employees.

The City is benefitting from a significant and consistent period of public and private sector investment. Powell's population was approximately 14,900 in 2021 compared to 2,100 in 1990.

2. ABOUT THE PROJECT

- a. **Site Location:** The Village Green site, as indicated in the image below, is defined by 26 parcels (approximately 12 acres) owned by the City of Powell. It is the intention of the City of Powell to combine the parcels into a single parcel. The Village Green site is located in Downtown Powell at the intersection of Route 750 (W. Olentangy Street) and S. Liberty Street. Downtown Powell has been the focus of investment in the community and this site will be a catalyst for continued investment and renewal. The City is seeking a developer to collaborate with on the future of this unique area in support of larger downtown district.



- b. **Site Development Objectives:** This project will be a catalyst for downtown and is anticipated to influence future developments within downtown. Responses should consider the objectives and potential program considerations listed below. The City is open to other suggestions not listed below.
- Serve as a catalyst for other opportunities within the downtown.
 - This is a placemaking opportunity for the City and its downtown. Create an authentic sense of place that incorporates placemaking elements such as, a park presence, walkability, mixed-use development with a vibrant commercial component, with multimodal access.
 - Potential vertical mixed-use development that adds housing and provide new space for businesses and community amenities.
 - Explore options for Municipal Hall functions to be a tenant within the redevelopment (The City is also exploring other options as part of a Parks Master Plan.)
 - Potential for reconfigured park/green space with enhanced accessibility by the community. (Consider ongoing City Parks Plan.)
 - The existing Veterans Memorial and splash pad should be considered within the redevelopment or elsewhere.
 - Provide enhanced access and circulation options.



- Find a balance between embracing the place Powell is, while ushering in a contemporary and future-forward aesthetic, providing modern amenities and craftsmanship in new construction.
 - Consider innovative approaches to parking and parking as a public asset.
 - Create a pedestrian-friendly environment that builds on the walkable elements of downtown.
- c. **Project Process:** The project is expected to be a collaboration between the City and the selected team. The developer team will work most directly with City’s Community Development Department staff with heavy influence from the City Manager and City Finance Department. The City Council will serve as the final decision-making body. The process is expected to align with the following goals:
- Time sensitive process and approach from planning to implementation.
 - Prepare and maintain a project schedule that includes periods for public input, reviews, and approvals. Final timeline to be negotiated as part of the process.
 - City expects, included in the project process, the need to develop a “Master Plan” for the site that ties together land-use, transportation, parking, landscaping to include lighting and streetscape amenities, design guidelines, etc. that can be used, also, as a template for future development in the other quadrants of the Downtown.
 - Include analysis of the traffic distribution, generation, and overall access management as part of the process.
 - Include utility analysis provide to provide determination of serviceability through coordination with Del Co water Company and Delaware Regional Sewer. Provisions for an allocation of areas for stormwater management facilities should also be considered.
 - Development plan should include phasing of proposed improvements and overall development timeline.
 - Include a public component where Powell residents can be engaged in the process and provide feedback at appropriate points in the project timeline.
 - Include Council engagement at key milestones and approvals.
- d. **Guiding and Reference documents:** The following studies, plans, and guiding documents are provided for reference. This site and its redevelopment present a unique opportunity for the City; the documents listed below are helpful for context but are not meant to be limiting innovative program and design approaches.
- Consider the City Parks Master Plan that will be undertake concurrently with this process.



- City of Powell Economic Development Strategy, April 2023: https://businessinpowell.org/wp-content/uploads/2023/04/Economic-Development-Strategy_Powell.pdf
- Downtown Investment Evaluation, 2022 <https://cityofpowell.us/wp-content/uploads/2019/04/Downtown-Revitalization-plan-Full.pdf>
- Downtown Parking Review, 2022: https://cityofpowell.us/wp-content/uploads/2022/05/3.-2022-Parking-Study_05032022.pdf
- Real Estate Market Study, 2018: <https://cityofpowell.us/market-analysis/>
- Keep Powell Moving, 2016: <https://cityofpowell.us/wp-content/uploads/2017/02/Keep-Powell-Moving-Downtown-Street-System-Circulation-Plan.pdf>
- Architectural Design Guidelines, 2016: <https://cityofpowell.us/wp-content/uploads/2019/04/City-of-Powell-Architectural-Guidelines-9.7.18-1.pdf>
- Comprehensive Plan, 2015: <https://cityofpowell.us/wp-content/uploads/2019/04/15-1006-Powell-Comprehensive-Plan-ADOPTED-LR.pdf>
- Pedestrian Scale Design Manual, 2009: <https://cityofpowell.us/wp-content/uploads/2015/11/City-of-Powell-Pedestrian-Scale-Design-Guidelines-11.04.09.pdf>
- Interactive City Development Plans Map to obtain a history of the development activity on specific parcels: <https://powell.maps.arcgis.com/apps/Viewer/index.html?appid=cc9deebafdf84d3e905b06ee96c698d0>

3. SUBMITTAL REQUIREMENTS

a. Selection Process and Key Dates:

- Intent to submit: Indications of intent is due no later than by 4pm, Day, May 8, 2023 via email to Jeff Tyler, with subject line “City of Powell, Village Green RFQ Interest” in the subject line.
- Questions / Clarifications: Questions regarding this RFQ shall be addressed via email to Jeffrey Tyler at jtyler@cityofpowell.us by 4pm May 12, 2023. Answers will be provided in writing via email, by 4pm, Monday, May 15, 2023, to those firms who have indicated their intent to respond to this RFQ.
- RFQ Due Date: Qualifications have to be submitted via email to Jeffrey Tyler at jtyler@cityofpowell.us by 2 pm E.S.T. on Friday, May 19, 2023. Responses past this due time shall not be accepted. Submission to be sent via email to Jeff Tyler, with subject line “City of Powell, Village Green RFQ Response” in the subject line.

b. RFQ Response Format: Responses to be submitted as a pdf document via email attachment (To ensure email is received, limit attachment size to no larger than 10 MB.)



c. RFQ Response Content

- 1) Cover letter
- 2) About the firm: Brief history and description of the developer organization legal name of the company, the type of entity, the corporate address and names of corporate officers.
- 3) Project team: Information regarding the architect, contractor, financial partners and other participants as needed. Please include firm names, addresses, and organizational descriptions for each member of the development team.
- 4) Key personnel: Identify the proposed project team and identify the key personnel who will be assigned to the project. For each key person, provide the following:
 - Name and Title
 - Description of the person's proposed role in the project.
 - Resume indicating relevant experience.
- 5) Organizational chart for the proposed project team.
- 6) Experience: Demonstrate recent experience and success with similar projects. Provide three project summaries detailing project relevance and success in similar markets. Include for each summary:
 - Project name and address;
 - Project size;
 - Total development costs;
 - The financing structure and source of financing;
 - The date of completion;
 - The project team including each member's roles;
 - One outside reference for each project with contact information.
- 7) Project vision, understanding and opportunities
- 8) Financial capability to execute this project: Describe recent experience in financing comparable projects:
 - Identify specific sources of equity capital and primary debt that would be proposed for this project;
 - Include a reference from a reputable financing institution that indicates equity capacity in the developer and/or its partners and a willingness to consider primary debt financing for the project;
 - Describe any current or planned projects that would occur simultaneously with the proposed project. Please specify the size of each such project and the scope of the developer's involvement.



- d. **Evaluation Criteria:** The first round of proposals will be competitively evaluated based on many factors including, but not limited to, the following:
- Qualifications of the firm;
 - Project team experience outlining past and current projects with background;
 - Relevant project experience and success with similar projects;
 - Ability to finance the project/financial feasibility;
 - Alignment with City of Powell’s site and design objectives;
 - Ability to deliver the project successfully and in a timely manner.
- e. **Selection Process:** It is anticipated that the City will shortlist up to three (3) respondents by Friday, June 2, 2023. The shortlisted teams will be invited to the next step in the final selection process.
- Selection committee will review responses based on submitted qualifications and shortlist three (3) teams.
 - Shortlisted teams will be invited for interview.
 - Specific requirements for the interview stage will be sent to shortlisted teams. The requirements may include submitting preliminary development concept proposals, financial terms, interview presentation, etc.
 - Interview with key City Council, key staff, and leadership.
 - The City shall then engage in negotiations with firm ranked the most qualified to establish a final contract. Should the City be unable to reach an agreement with this entity, the City shall commence negotiations with the firm rated the next most qualified. As part of its evaluation of the RFQ responses, and as provided for in ORC § 153.69, the City reserves the right to conduct discussions with individual firms to explore further that firm’s statement of qualifications, the scope and nature of the services the firm would provide, and the various technical approaches the firm will take towards the Project.
 - The City reserves the right to reject all submissions and cancel the RFQ process.