I. **Overview**

A. The City of Norfolk ("City") invites qualified real estate developers (Respondents’) to submit qualifications and full proposals for consideration to redevelop the former Greyhound Bus Station located at 701 Monticello Ave, Norfolk, VA 23510. This is a City-owned site that is bounded by Monticello Avenue, East Brambleton Avenue, and Granby Street (See Parcel Map 1).

B. Although this RFP is for the transfer and development of real estate and, therefore, not subject to the Virginia Public Procurement Act, the RFP process is similar to that used for procurement of goods and services.

II. **Background**

A. **City of Norfolk**
   1. Norfolk is a central city of 246,000 residents within the Hampton Roads region. As the financial, business, medical, cultural, education and entertainment center, Norfolk is the heart of the Hampton Roads metropolitan area.
   2. The City encompasses approximately 54 square-miles and is strategically located in southeast Virginia on the Elizabeth River and the southern side of Hampton Roads. Norfolk is an ideal size, offering the best of urban amenities and opportunities with the unique charms and easy living of a mid-size urban city.

B. **Downtown**
   1. Downtown Norfolk is a densely developed mixed-use area with an increasing residential population. Downtown Norfolk serves as the traditional center of commerce, government, and culture in the Hampton Roads region. Norfolk, Virginia’s downtown waterfront shipping and port activities historically played host to numerous port and shipping-related uses.
2. The Neon District, an area north of Brambleton Avenue, is Norfolk’s first official arts district, NEON, or New Energy Of Norfolk, is home to long-time cultural institutions, studio-based ventures and more than 80 works of public art, all providing artists a place to make, create and show. An annual NEON Festival highlights the visual and performing arts organizations.

III. Development Site

A. Location
   1. The site is located at 701 Monticello Ave, Norfolk, VA 23510 (GPIN 1437080168).

B. Building/Property Size
   1. The property is a 14,069 square-foot facility built in 1962 on 1.03 acres of land.

C. Ownership
   1. City of Norfolk.

D. Use:
   1. The current property use is Commercial.

E. Zoning:
   1. The property is currently zoned D-AD: Downtown – Arts and Design. The purpose of the Downtown - Arts and Design (D-AD) district is to recognize downtown Norfolk as the preeminent regional center for the visual, performing, and design arts. The district provides lands that support a wide range of intensive multi-family, commercial, civic, institutional, and office uses, which are intended to support creativity, skill, and talent in fine arts, creative arts, advertising, architecture, antiques, culinary arts, crafts, design, fashion, live performance, music, publishing, radio, and television.
2. Required Use of Ground Floor Areas (Section 3.4.4.A). The property is within the Downtown Base Zoning District, which requires that no less than 65 percent of the ground floor area shall be devoted to one or more of the following activities:
   a) Commercial establishments.
   b) Display windows and display rooms for merchandise.
   c) Offices.
   d) Museums.
   e) Civic uses.
   f) Child and adult day care centers.
   g) Educational facilities.

3. Fenestration (Section 3.4.4.B). A minimum of 50 percent of the total area of ground floor facades in the D-AD district shall be transparent.

F. Incentives
   1. The property is in a (see maps at end):
      a) Virginia Enterprise Zone
      b) The Norfolk Innovation Corridor (a Technology Zone)
      c) The Downtown Arts Cultural District
      d) Tourism Zone
      e) The State and National Register Auto Row Historic District

G. Utilities
   1. All utilities are available to the property in adjacent public rights of way. See Utility maps

IV. Development Objectives

A. The proposed redevelopment should be compatible with the adopted Downtown Norfolk 2030 Plan.

B. Develop the property to its highest and best use in regard to city fiscal impacts, positive impacts for Norfolk residents and complement existing development projects within the constraints of overall market demand and the Downtown Norfolk 2030 Plan. The city is open to a variety of residential and commercial uses for the site, including, but not limited to:
1. Multi-family or live-work dwellings
2. Restaurant
3. Health and fitness facility
4. Artist studio/school/gallery
5. Office
6. Music, dance, or martial arts studio/school
7. Personal service business
8. Technology start-up space

C. All new development should contribute to the character of urban spaces by providing active uses that animate the public realm. New development must focus on building diversity, equity and inclusion through mixed-income residential and by providing spaces for small businesses to grow and thrive. Public art should be encouraged to enhance and enrich resident’s lives and bring people together.

D. Provide a signature development project that serves a catalyst and gateway into the NEON district. It is preferred that the project employ adaptive reuse of the existing structure with additions to the structure and/or infill that is designed to fit the context of the area.

E. Proposals should incorporate the following:
   1. Equal Opportunity Business Development. It is the policy of the City of Norfolk to facilitate the establishment, preservation, and strengthening of small businesses and businesses owned by women and minorities and to encourage their participation in Norfolk’s procurement activities. Toward that end, the city encourages these firms to compete and encourages non-minority owned firms to provide for the participation of small businesses and businesses owned by women and minorities through partnerships, joint ventures, subcontracts, and other contractual opportunities. Offerors are asked, as part of their submission, to describe any planned use of such businesses in fulfilling this contract.
   2. Norfolk Business. It is the policy of the City to support Norfolk businesses and workforce development and it encourages companies with corporate offices in Norfolk and which employ Norfolk residents to compete for city contracts. If applicable, offerors should identify their Norfolk location and/or detail their employment of Norfolk residents.

F. Overall, it is expected that the developer responses will propose distinctive projects of exceptional architectural design, character and quality materials in order to
attract tenants who will contribute to the continuation of a vibrant, business-oriented environment in Downtown.

V. **Offering Price**

A. The City of Norfolk will consider the most competitive proposals to be those that provide the “best offer of value” consistent with the development objectives, above. The cost of infrastructure necessary to support development proposals should be considered a direct cost of any proposed project.

B. The City may have the property being offered in this RFP appraised by an MAI designated appraiser before making a final selection.

VI. **Brokerage Commission**

A. The City of Norfolk may pay a real estate commission to a licensed real estate broker for finding and delivering a purchaser to the City, in accordance with and subject to the provisions of section 2-13 of the Norfolk City Code, 1979, provided that determination of broker as the procuring cause of a sale shall be established only by a written designation of the broker by the prospective purchaser at the time the proposal is submitted to the City of Norfolk.

VII. **Communication and Confidentiality**

A. Communication

1. The RFP Point of Contact is Mr. Jared Chalk, City of Norfolk, Director of Economic Development. All questions or other issues should be directed to Mr. Chalk at development@norfolk.gov. Please include “Greyhound Bus Station Redevelopment” in the subject line of any correspondence.

2. The city seeks to conduct a transparent, fair, and highly competitive RFP process free of conflicts of interest. Therefore, during the time period the RFP is available for response as well as during the city’s deliberative process following submission, communications regarding the Greyhound Bus Station Project between potential Respondents, including their agents or representatives, and anyone associated with the city, including employees, elected officials, agents, representatives, and individuals employed by an Associated Entity, are prohibited with the exception of communications with Jared Chalk. Potential Respondents may communicate with the RFP Point of Contact as outlined in this document to request information or to facilitate direct communication with an Associated Entity. The city at its sole discretion, will facilitate those discussions, if they are to occur.

3. The RFP Point of Contact may facilitate conversations between the city and Respondents for the purpose of clarification to ensure full understanding of,
and responsiveness to, the RFP. Further, the RFP Point of Contact may, at his sole discretion, include other Associated Entities in those discussions.

B. Confidential Information

1. All responses and related materials are the property of the City of Norfolk and will not be returned. At the conclusion of the process, the city may retain or may dispose of all materials received from Respondents consistent with its obligations under the Virginia Public Records Act, Va. Code §§ 42.1-76 et. seq. In no event will the city assume liability for any loss, damage or injury that may result from any disclosure or use of proprietary information. Respondents should be aware that records of the city including records submitted by Respondents in response to this RFP are subject to all provisions of the Virginia Freedom of Information Act regarding access to public records. (See Va. Code §§ 2.2-3700 et. seq.)

2. By submitting a proposal response, each Respondent acknowledges and agrees that any ideas, intellectual property, improvements or other suggestions will not be subject to any restrictions on use by the city or any other entity and will become a public record under Virginia law. Except as otherwise required by law, none of the responses will be made available to the public until after the City determines to enter into a specific contract or to not enter into any contract as a result of this RFP.

3. If Respondents provide information that they believe is exempt from mandatory disclosure under Virginia law, Respondents shall include the following legend on the title page of the response: “THIS PROPOSAL CONTAINS INFORMATION THAT IS EXEMPT FROM MANDATORY DISCLOSURE.” In addition, on each page that contains information that Respondents believe is exempt from mandatory disclosure under Virginia law, Respondents shall include the following separate legend: “THIS PAGE CONTAINS INFORMATION THAT IS EXEMPT FROM MANDATORY DISCLOSURE.” On each such page, Respondents shall also clearly specify the exempt information and shall state the specific Code of Virginia section and exemption within which it is believed the information falls.

4. Although the city will generally endeavor not to disclose information designated by Respondents as exempt information, the city will independently determine whether the information designated by Respondents is exempt from mandatory disclosure. Moreover, exempt information may be disclosed by the city, at its discretion, unless otherwise prohibited by law, and the city shall have no liability related to such disclosure. In all cases, the city will adhere to the Virginia Freedom of Information Act (Va. Code § 2.2-3700 et. seq).
VIII. Submission Process and Deadline

A. Respondent Registration
   1. Development Teams considering the submission of a Proposal that wish to be included in all interim communications concerning this RFP process must become a Registered Respondent by submitting in writing the name, title, company, address, phone number, and email address of the primary point of contact for the Respondent to: development@norfolk.gov no later than December 17, 2021. Please include “Greyhound Station Redevelopment” in the subject line. While not registration is not required to propose it is highly encouraged that developers do so.

B. Submitting Responses
   1. RFP responses should be delivered to the city by February 18, 2022 at 5:00 PM Eastern Standard Time. Please, submit one complete pdf electronic file with cover letter addressed to:
      City of Norfolk
      Attn: Mr. Jared Chalk
      Director
      Norfolk Economic Development Department
      999 Waterside Drive, Suite 2430
      Norfolk, VA 23510
   2. Responses should be submitted on a new USB Flash Drive. There is no need to provide a paper copy and a paper copy alone will not be considered responsive to this RFP.
   3. Responses received after the deadline or at a location other than that stated above will not be considered.

C. Withdrawal
   1. Respondents may, at any time after proposal submission and before the city has entered into an agreement with a developer, withdraw their proposal for this project. The notice to withdraw must be made in writing, signed by the same entity that submitted the proposal, and submitted to the RFP Point of Contact at development@norfolk.gov.

IX. Evaluation Schedule
A. The schedule for the selection of the developer is as follows:
   1. Distribute RFP – Week of 11/29/21
   2. Optional Letter of Interest (highly encouraged) – 12/17/21
   3. Pre-proposal meeting, if needed – 1/7/22
   4. Sealed Proposals Due – 2/18/22
   5. Presentations by Selected Respondents – Week of 2/28/22
   7. Notification of Selected Developer Team(s) – 3/23/22

X. Selection Process

A. City Review
   1. The City of Norfolk, at its discretion, may establish a review committee to evaluate the Proposals. The city will then determine the appropriate next steps, if any, for the process.
   2. After the initial review of the Proposals, the city will begin the process of selecting the Proposal that is most favorable to the city. As part of that process, one or more Respondents may be asked to:
      a) Submit additional information.
      b) Present its proposal to a review committee.
      c) Review and comment on draft transaction documents
      d) Provide revised or final pricing.
      e) Appear before the City Council, City Administration or other project-related organizations to make presentations.
      f) Conduct other discussions with the city, or its representatives for RFP-related purposes.
      g) Take such other action as the city deems helpful to the evaluation and selection process.

B. Negotiations and Selection
   1. Following the final review and any presentations, The City of Norfolk will make its determination as to the most appropriate response to the Proposals and may enter into a contract with the successful Respondent(s). If unable to complete and execute a contract with the selected Respondent(s) within a reasonable period, the City reserves the right, in its sole discretion, to extend or suspend the negotiations, begin negotiation with another Respondent(s), or terminate all negotiations.

C. Reserved Rights and Options
   1. Respondents are encouraged to be thorough in addressing the specific requirements and scope of work and submittal requirements set forth in this RFP. The City reserves the right to determine if a proposal is incomplete. Further, the City reserves and holds the right, at its sole discretion, to:
      a) Accept any Proposal.
      b) Reject any or all Proposals.
      c) Not enter into a transaction with any Respondent.
      d) Terminate consideration or evaluation of any Proposal at any time, for any reason.
      e) Suspend, discontinue or terminate the RFP process for any reason.
      f) Negotiate with a selected Respondent without being bound by any provision in a Proposal.
g) Request or receive additional information regarding any Proposal.
h) Revise, supplement, withdraw or cancel all or part of this RFP for any reason.
i) Conduct investigations with respect to the qualifications and experience of Respondents.
j) Change or deviate from anything specified in this RFP.
k) Evaluate alternative operational and financial models.
l) Request clarifications.
m) Take any other action affecting the RFP or the process that is in the City’s best interest.

D. Notifying Unsuccessful Respondents
   1. The City will notify unsuccessful Respondents at a time the City deems appropriate.

XI. Selection Criteria

A. The city will choose the proposal that provides the best value to the city and impact to the Project Area, in keeping with the development objectives above.

B. Evaluation of proposals will be within the discretion of the City. The City reserves the sole right to judge the Respondent’s representations, either written or oral, as to their veracity, substance and relation to this particular project scope.
   1. All services required for the acquisition and redevelopment should be provided, and be complete in all respects, without the need of the city obtaining separate technical expertise/services.
   2. Upon receipt of the proposals, the City will evaluate all materials submitted by responding firms and rank the proposals using a 100-point scale. While the City’s review will encompass the entirety of the submissions, in evaluating the Proposals, the city will focus on the following key factors:
      a) Development Team Capacity (20) - The Respondent’s proven ability in redeveloping similar properties of a comparable or greater size, complexity, and mix of product to that which is being proposed. Team Capacity will be evaluated on the following:
         (1) Years and breadth of experience (Company and Team).
         (2) Financial capability to complete the project.
         (3) Strength of professional, financial and project references.
         (4) Diversity of team and ownership structure.
         (5) Experience with urban redevelopment.
         (6) Experience with similar redevelopment projects
      b) Development Plan (25) - The overall quality, detail and breadth of the proposed development concepts and how successfully and completely the proposal meets the city’s development-related Project Goals and Specific Project Requirements.
c) Financial Capacity and Plan (25) - The plan to secure construction and permanent financing for the project and demonstrated financial strength of the equity investor(s). Show the team’s capacity to implement the project on a timely basis and see it to its completion.

d) Benefit to the City, its Residents, and other Stakeholders (30) - The net economic benefit to the City; how successfully and completely the proposal meets the City’s fiscal-and community-related Project Goals and Specific Project Requirements and whether the Proposal is in the overall best interests of the city.

C. While the city will endeavor to adhere to the schedule outlined in Section IX., the city reserves the right to amend or deviate from that timeline for any reason.
D. The City will consider the most competitive proposals to be those that provide the “Best Offer” of value, in keeping with the development objectives.
E. The cost of infrastructure necessary to support the project proposals shall be included in the evaluation of the total cost of any proposed project.
F. The City’s expectations in meeting its financial goals and objectives regarding this development opportunity will also be considered.

XII. Response Format
A. General
1. Respondents should clearly communicate in their Proposal the manner in which they propose to develop the Project Area. Proposals must address all of the elements required from the RFP and any amendments. Respondents are encouraged to be concise, respond directly to the RFP requirements, and address the objectives of the RFP process.

B. Proposal Format
1. Proposals must be in an 8½” x 11” electronic format with standard text no smaller than 11 point. The margins on each page should not be less than 1 inch and the line spacing should not be less than 1.1”, excluding charts and graphics. Proposals should be organized and outlined in the format described below, including major section titles.

XIII. Required Proposal Components
A. Letter of Transmittal
1. The letter of transmittal should include the Respondent’s name, contact person for the Proposal (with name, address, telephone number, and email address), signature of the authorized representative, and a designation of the responsible legal entity that would sign a contract with the City if the Proposal is accepted.
2. In the letter of transmittal, the Respondent should also confirm in writing that:
a) It is a legal entity and is registered to do business in the Commonwealth of Virginia with the State Corporation Commission (the “SCC”)
b) The Proposal is genuine and without collusion in all respects.
c) That the contact person is authorized to act on the Respondent’s behalf
d) That the Proposal shall remain valid for at least 180 days unless withdrawn by Respondent as permitted by this RFP.

B. Table of Contents
   1. Indicate significant elements of the Proposal by subject and page number. If the Proposal contains appendices, include a listing of the items included.

C. Executive Summary
   1. Provide an executive summary of the key elements of the Proposal, focusing on the City’s objectives as described in this RFP.

D. Development Team Membership, Organization and Management.
   1. Provide a description of the legal entity that will enter into any contract with the City. Further, provide a description of related or unrelated entities that may take a primary role in an element of the overall Project.
   2. Please list the current Development Team Members, role in the project, legal relationship among the members (e.g., partners, shareholders, client-consultants, subcontractors, etc.) primary contact name and contact information including email and phone number.
   3. Specifically identify the entity or entities that will have ongoing day-to-day operational control of the elements of the development project.
   4. The Proposal must also provide a one-page staff organization chart indicating key staff who will work on this Project. Key staff should include managers and lead operational staff who will be interacting with the City and the City staff on a frequent basis.
   5. Please identify all proposed initial equity investors. Qualifications for investors that are not part of the Development Team are not needed.

E. Development Team Qualifications
   1. Please provide a Summary of Qualifications and approach to performing the work and meeting the City’s goals based on the development team’s skills and experiences.

F. Relevant Experience
   1. Please provide a description of no more than three (3) comparable projects. Each description should generally include the following:
      a) Name, location and description of the type of project including project size.
b) The member(s) of the proposed redevelopment team that were involved and the services they performed.

c) Project specifics

  (1) Contact information for a project reference not associated with this proposal.
  (2) Project construction budget and sources of financing.
  (3) Project start and end dates.
  (4) Any web link or links to relevant articles regarding the project.
  (5) Experience providing opportunities for minorities and women to participate in the development.

G. Development Plan

1. The Development Plan should demonstrate an understanding of the site’s opportunities and constraints and the optimal mix of uses for the site including:

a) Narrative description of the Offeror’s vision for the Project and how the Development Plan addresses each of the City’s requirements addressed in the Strategic Vision, Project Goals and Specific Project Requirements of this RFP.

b) An anticipated Project schedule detailing the duration (in number of months) and dates for key milestones beginning at initial selection through completion of construction and initial occupancy. Offerors must identify the anticipated time required for each governmental approval. The Project Schedule must address at a minimum, the following:

   (1) Local governmental approvals and actions (zoning, design review, financing considerations and alternatives, etc.)
   (2) Schematic design, design development and construction drawing preparation and approval.
   (3) Permitting process
   (4) Financing process
   (5) Project construction period
   (6) Completion and initial occupancy

c) A proposed conceptual design for the project depicting architectural character and style. Please include:

   (1) Site Plan
   (2) Front and Side Perspective Elevations at street, indicating proposed exterior finishes
   (3) Building sections and interior perspectives
   (4) Ground floor plan and representative upper floors

d) Community and Stakeholder Outreach Strategy
(1) Describe the approach to soliciting feedback and obtaining support from the City, community groups and key stakeholders.

e) Additional information
   (1) Any other information to assist the City in its evaluation of the Proposal including a statement of why the City should select the Developer and its Development Team.

H. Financial Proposal
   1. Financial Plan
      a) Reflect City objectives include maximizing private investment, optimizing public investment, and minimizing public risk.
      b) Provide a description of the strategy for obtaining financing and anticipated sources of Project financing.
   2. Detailed Pro Forma
      a) Include a financial pro forma including the Project’s revenue projections and underlying assumptions.
      b) The pro forma should include a cash flow statement detailing the predevelopment, construction and operating period cash flows from Project commencement through stabilization on a monthly basis including but not limited to:
         (1) A total development cost budget by phase identifying source(s) and use(s) of funds.
         (2) Estimated budget for ongoing project operations, with delineation of expected duties and specifically noting any ongoing need or budgetary expense related to the delivery of new City services.
         (3) New incremental taxes, fees and revenues
         (4) Payments to the City, including those provided upfront in exchange for access to or purchase of City-owned properties.
   3. Market/Feasibility Study
      A market/feasibility demonstrating that the elements of the Proposal can be supported by the market study is not required. However, proposals should describe the market for the real estate types you intend to develop and how you arrived at such estimates.

XIV. Costs of Preparation
   A. Proposals are to be prepared at the sole cost and expense of the Respondents, with the express understanding that there may be no claims whatsoever for the reimbursement of any costs, damages, or expenses related to this RFP from the City or their officers, employees, advisors, or representatives, or any other party for any reason.
XV. **Accuracy of the RFP and Related Documents**

A. The City assumes no responsibility for the completeness, or the accuracy of specific technical and background information presented in this RFP or otherwise distributed or made available during this RFP process. No persons other than those referenced in this RFP have been authorized by the City to provide any information other than that contained in this RFP, and, if given, such other information should not be relied upon as having been authorized by the City.

B. Respondents are responsible for reviewing and becoming familiar with all available documents pertaining to the Project and the Project Area. Specifically, it is the obligation and responsibility of each Respondent submitting a Proposal to:
   1. Review the terms of this RFP so that it is familiar with all aspects of it.
   2. Analyze all applicable federal, state and local laws, regulations, ordinances, permits, approvals and orders that may affect the cost, performance, or furnishing of the development set forth in the Respondent’s Proposal.
   3. Notify the RFP Point of Contact, prior to the submission of responses to this RFP, of any conflicts, errors, omissions, or discrepancies herein. It is the Respondent’s responsibility to ensure that it proactively addresses any questions, issues, or concerns related to the RFP or the RFP process.

XVI. **Legal Issues**

A. **No Suspension or Debarment.**
   1. By submitting the information called for by this RFP, the Respondent submitting the information certifies that neither it nor those within its organization (including partners and subcontractors) are under suspension or debarment by any governmental entity, instrumentality, or authority. Please provide:
      a) A list of any projects on which the Developer, its parent company, or any member of the Development Team has defaulted or declared bankruptcy, and an explanation of each default or bankruptcy.
      b) Detailed information regarding any criminal indictments or felony convictions of the Developer or any principal, officer, director, partner, member, manager or equivalent of any person or entity constituting a member of the Development Team.

B. **Compliance with Applicable Law**
   1. Respondents are responsible for ensuring that their Proposal, as submitted, complies with all potentially applicable legal requirements. In addition, the successful Respondent shall furnish the City upon request all documentation regarding necessary licenses, permits, certifications or registrations required by the laws or rules and regulations of the City, the Commonwealth of Virginia, and the United States.
   2. By submitting its Proposal, the Respondent certifies that it is now and will remain in good standing with such governmental agencies and that it will keep its licenses, permits, certifications and registrations in force during the term of any contract entered into for the acquisition and development of the
Project. Any deviation from good standing shall require immediate notification to development@norfolk.gov

3. All responsibilities that the Respondent and its approved partners and subcontractors perform under any resulting agreements must be performed in accordance with applicable law (including all applicable governmental approvals). The Respondent shall immediately remedy any failure to comply with applicable law at its expense and shall pay any fines and penalties related thereto.

C. Selection Non-Binding

1. The City’s selection of a preferred Respondent(s) indicates only that the City’s intent is to negotiate with the Respondent(s), and the selection does not constitute a commitment by the City to execute a final contract with the Respondent. Respondents therefore agree and acknowledge that they are barred from claiming to have detrimentally relied on the City, its employees, agents or representatives’ actions for any costs or liabilities incurred as a result of responding to this RFP. Further, Respondents acknowledge that while employees, agents or representatives of the City will be involved in negotiation with the Respondent, not all actions required of the City will be accomplished administratively and will be subject to the approval of the City, the Norfolk City Council, and some approvals, actions, and determinations may be undertaken by other entities.
XVII. Parcel Map 1
XVIII. Parcel Map 2
XX. Aerial Map 2
XXI. Zoning Map 1
XXII.  Zoning Map 2
XXIII.  Zoning/Overlay Map 1
XXIV. Zoning/Overlay Map 2
XXV. Flood Map 1

City of Norfolk
XXVI. Flood Map 2

City of Norfolk
XXVII. Enterprise Zone Map
XXVIII. Norfolk Innovation Corridor Map

City of Norfolk
XXIX. Tourism Zone Map

City of Norfolk
XXX.  Downtown Arts Cultural District Map

City of Norfolk

Downtown Arts Cultural District