



**Greenville**  
NORTH CAROLINA

*Find yourself in good company*

# **West Fifth Street Commercial Center**

## **Request for Proposals**

For more information about this RFP, contact Niki Jones, AICP - Project Manager:  
252.329.4518 or [nsjones@greenvillenc.gov](mailto:nsjones@greenvillenc.gov)

# West Fifth Street Commercial Center

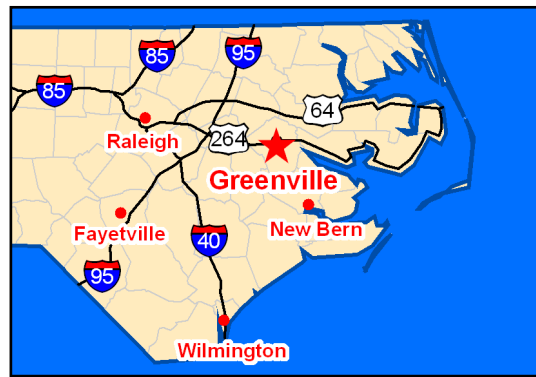
City of Greenville

## 1.0 INVITATION TO PROVIDE PROPOSALS

### 1.1 Introduction

The City of Greenville is a thriving economic hub in the heart of eastern North Carolina that serves as the center of commerce, healthcare and education for the region. The City has enjoyed a sustained period of population growth and economic investment in recent years, leading to a current municipal population of just over 85,000 persons.

As with many cities across the nation, Greenville is seeking to capitalize on recent trends pointing to renewed interest in the “traditional urban core” of the city. Toward this end, the Greenville City Council established a Redevelopment Commission in the fall of 2002, charging the group with developing and implementing a plan to revitalize Greenville’s traditional central business district and surrounding neighborhoods. The Center City – West Greenville Revitalization Plan, a strategic revitalization planning document, was adopted in March of 2006. The Revitalization Plan may be viewed at [www.greenvillenc.gov](http://www.greenvillenc.gov). As stated in the Revitalization Plan and the annual goals of both City Council and the Redevelopment Commission – creating a vibrant commercial node in West Greenville is a top priority.



With a diverse mix of housing, commercial, industrial, and institutional uses, Greenville’s urban core is rapidly regaining its historic standing as a hub for citizens to live, do business and recreate. It is the intent of this neighborhood improvement project to provide a commercial center/grocery store to serve the surrounding neighborhoods. West Fifth Street is quickly becoming one of Greenville’s great streets. It provides direct vehicular and pedestrian access back and forth from the Center City to the Medical District. In addition, the City has also designated this area an Economic Development Zone.

The West Greenville Commercial Center is an opportunity for developers who have the vision to make a significant impact within a community that has long been underserved. The West Greenville Area lies directly in between the city’s medical district and the Center City or downtown. Moreover, East Carolina University is within walking distance of this area.

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## **2.0 The Project**

In 2006, the City created the West Greenville Redevelopment Area. This designation was pursued for multiple reasons. First, the City wanted to show the public that we were aware of the neighborhood conditions at the time; and moreover, understood the importance of the West Greenville Area. The designation also gives the City broad authority within the boundaries. This authority allows the City to operate in a more flexible manner. In addition to those reasons, the designation also provides a basis for concentrating federal dollars within this target area.

In the past, West Greenville was a thriving neighborhood with schools, businesses, family networks, and walkable safe streets. Over the past eight (8) years, the neighborhood has begun to return to its once celebrated character. New housing stock that replicates the historic nature of the neighborhood has now been constructed, or is in the process of being constructed. There are multiple pieces of civic infrastructure that have been developed. For example, there is a public library, an elementary school, and an up and coming park system. The City is partnering with multiple non-profits to provide services such as: workforce development, economic development, and education. However, there is one missing piece of the neighborhood plan – commercial development.

The City of Greenville is dedicated to recruiting a commercial developer to provide a well built and designed commercial center. It is imperative that this center have a grocery store as an anchor tenant.

## **2.1 Project Description**

The City of Greenville seeks a qualified firm or team to develop, design, and provide construction documents for two (2) city-blocks within the West Greenville Redevelopment Area. The selected firm/team will be required to complete the necessary research, site investigations, market analysis, and assist in the planning process. Furthermore, the firm/team will then subsequently produce construction drawings and documents, cost estimates, and schedule for future development.

The City of Greenville has worked diligently on the acquisition of enough property for the commercial development site. The City has been successful in purchasing five (5) of the eight (8) parcels necessary for the development. Two (2) of the three (3) remaining parcels belong to the same owner. The City continues to have off and on negotiations with this property owner. It would be the selected developer's responsibility to acquire the remaining three (3) parcels necessary for the development.

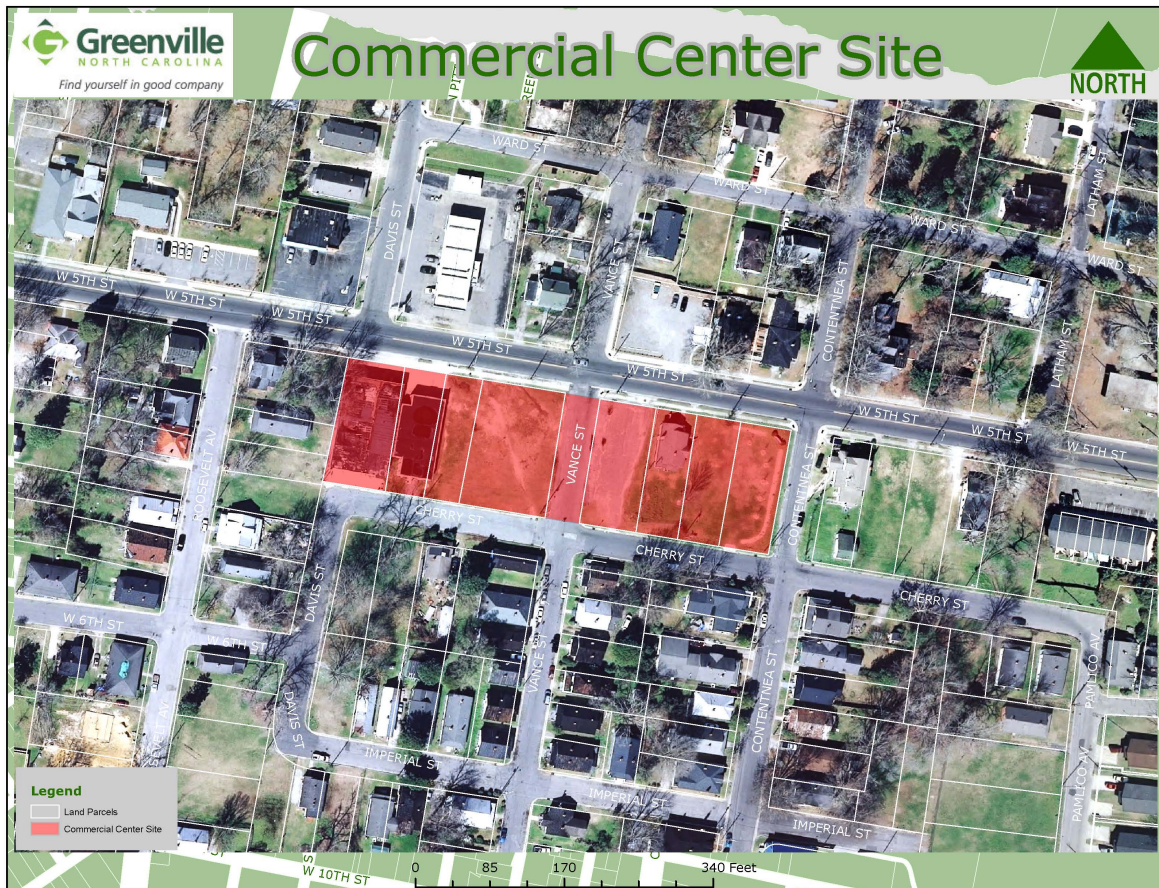
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**FIGURE “A”**

## PROJECT LIMITS

Project limits as depicted in figure “A” begins at the northwest corner of parcel number 00700 and tracks east approximately +/- 500 feet along the southern right-of-way of West Fifth Street; thence +/- 145 feet south along the western right-of-way of Contentnea Street; and tracking back west along the northern right-of-way of Cherry Street, and back to the point of beginning.





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**FIGURE “B”**

The Commercial Site lies between the Medical District (depicted in light blue) and the Uptown District/East Carolina University (depicted in Green and Purple).

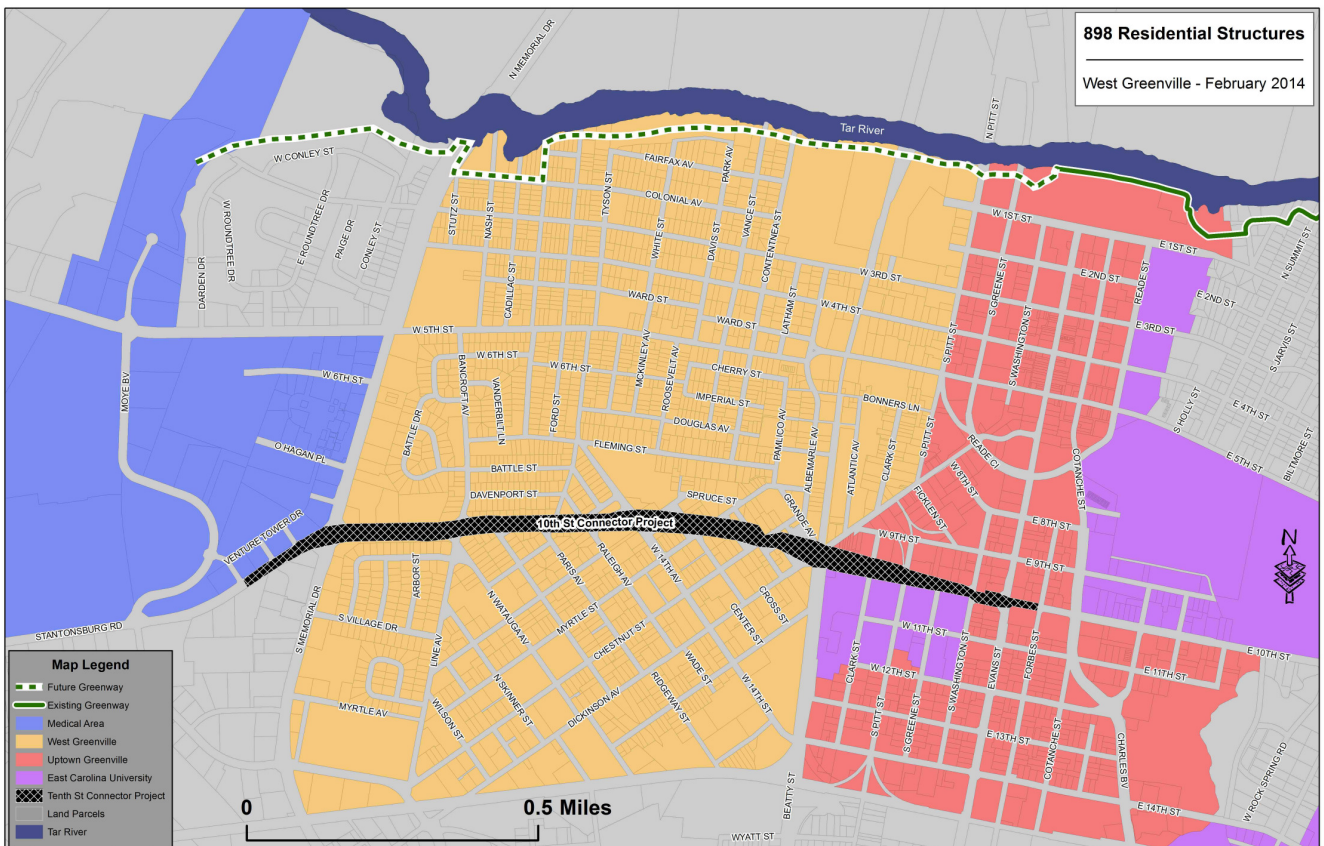


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**FIGURE “C”**

This map depicts several notable points about the West Greenville area. It provides an overview of two (2) upcoming capital transportation projects. Both of which will provide greater access in and out of the area. The Tenth Street Connector is projected to provide a much greater amount of trip counts through the area on a daily basis. The connector will also provide direct access from Hwy 264 to the Center City and East Carolina University.



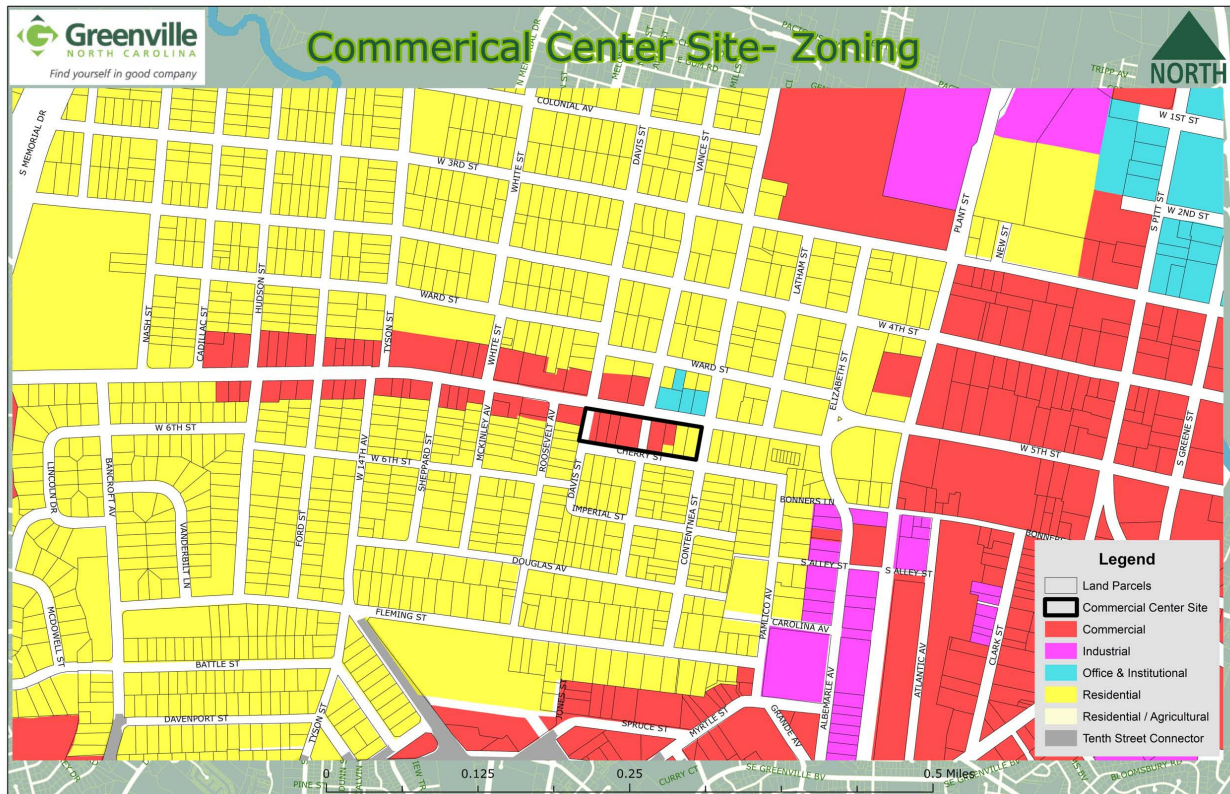


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FIGURE “D”

This map depicts the zoning patterns in the area. The majority of the Commercial Site is zoned Commercial Downtown Fringe (CDF). This zoning district provides flexibility in both design and use.

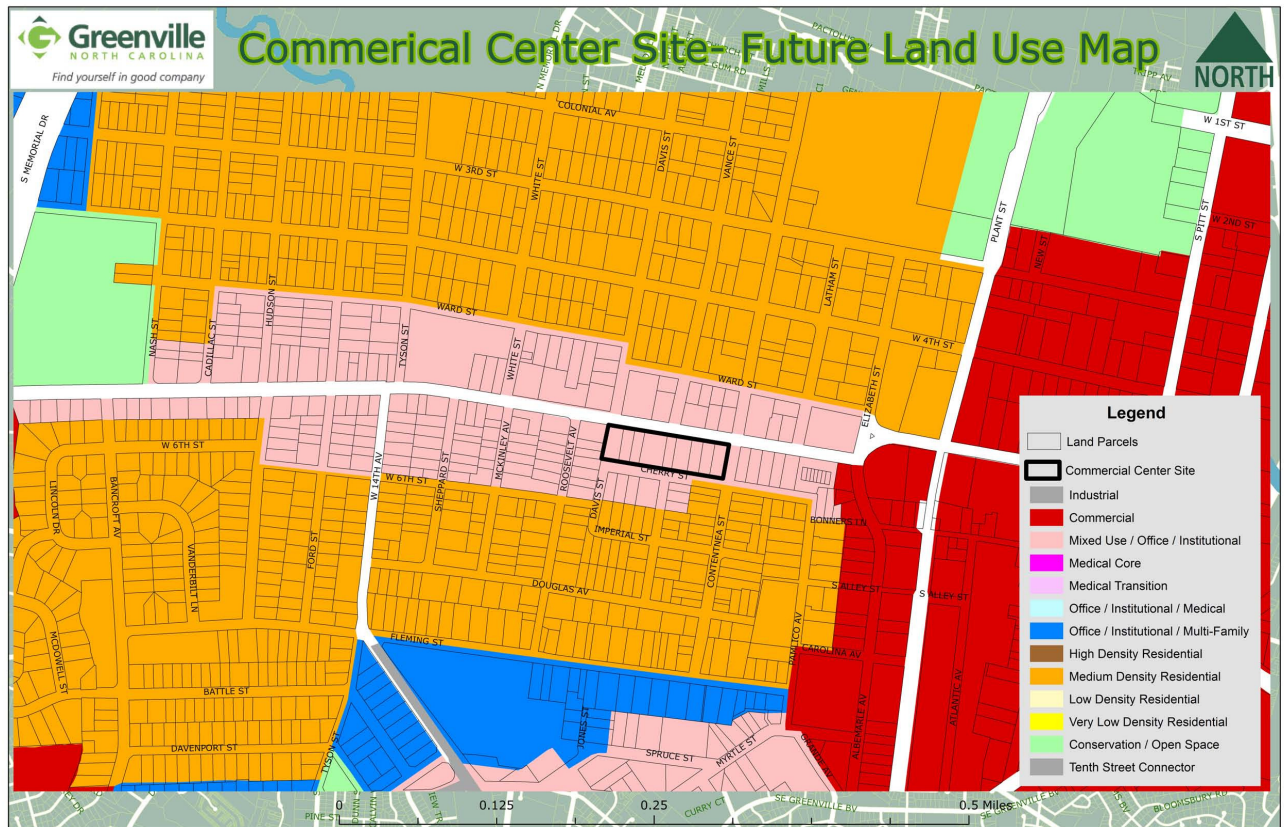


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**FIGURE “E”**

This map depicts the adopted Future Land Use patterns in the area. The recommended land use for the Commercial Site is Mixed Use/ Office/ Institutional. This also provides flexibility in the type of use that will be placed here.





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## FIGURE “F”

This picture depicts the 900 Block of West Fifth Street.



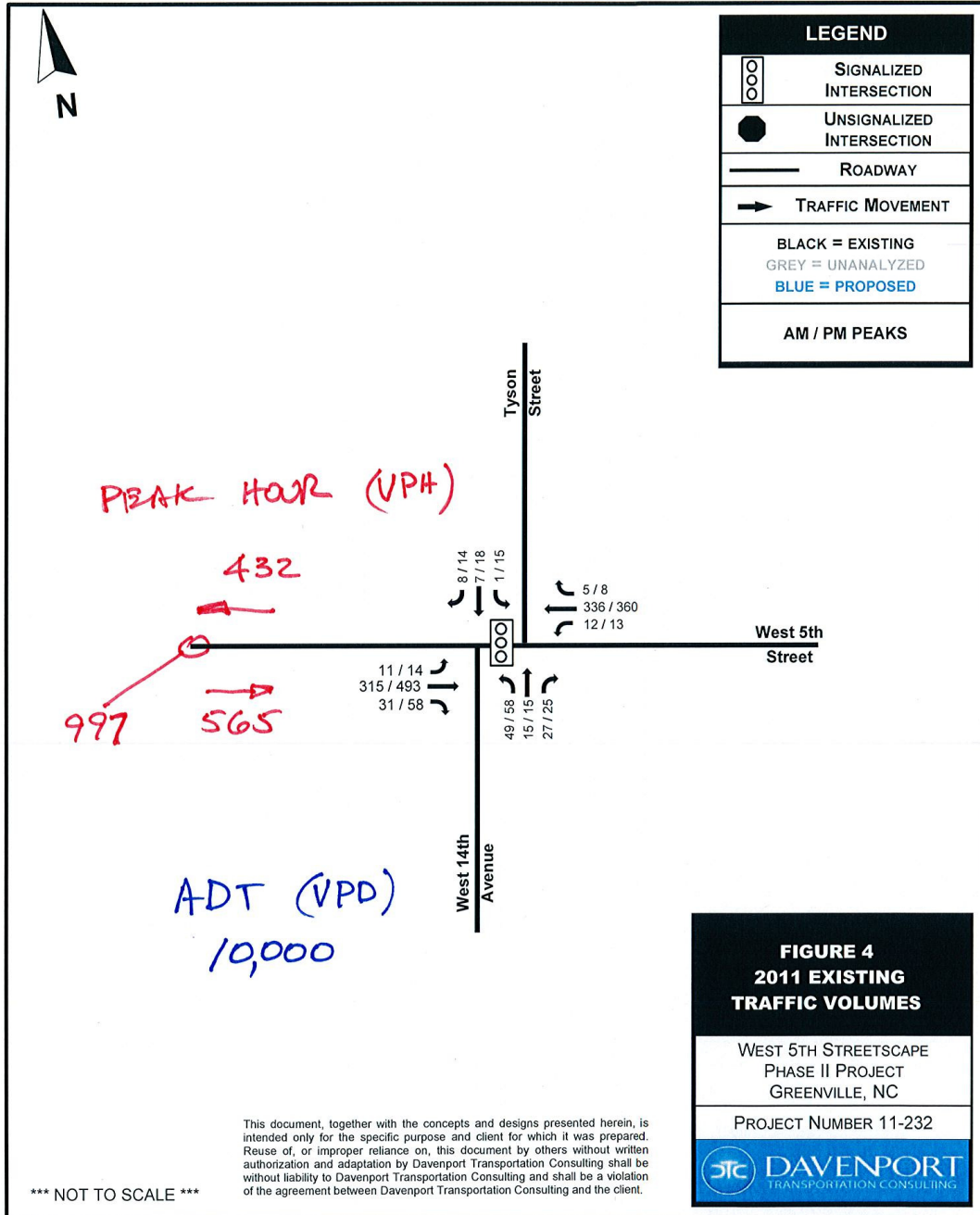
## FIGURE “G”

This picture depicts the 800 Block of West Fifth Street.



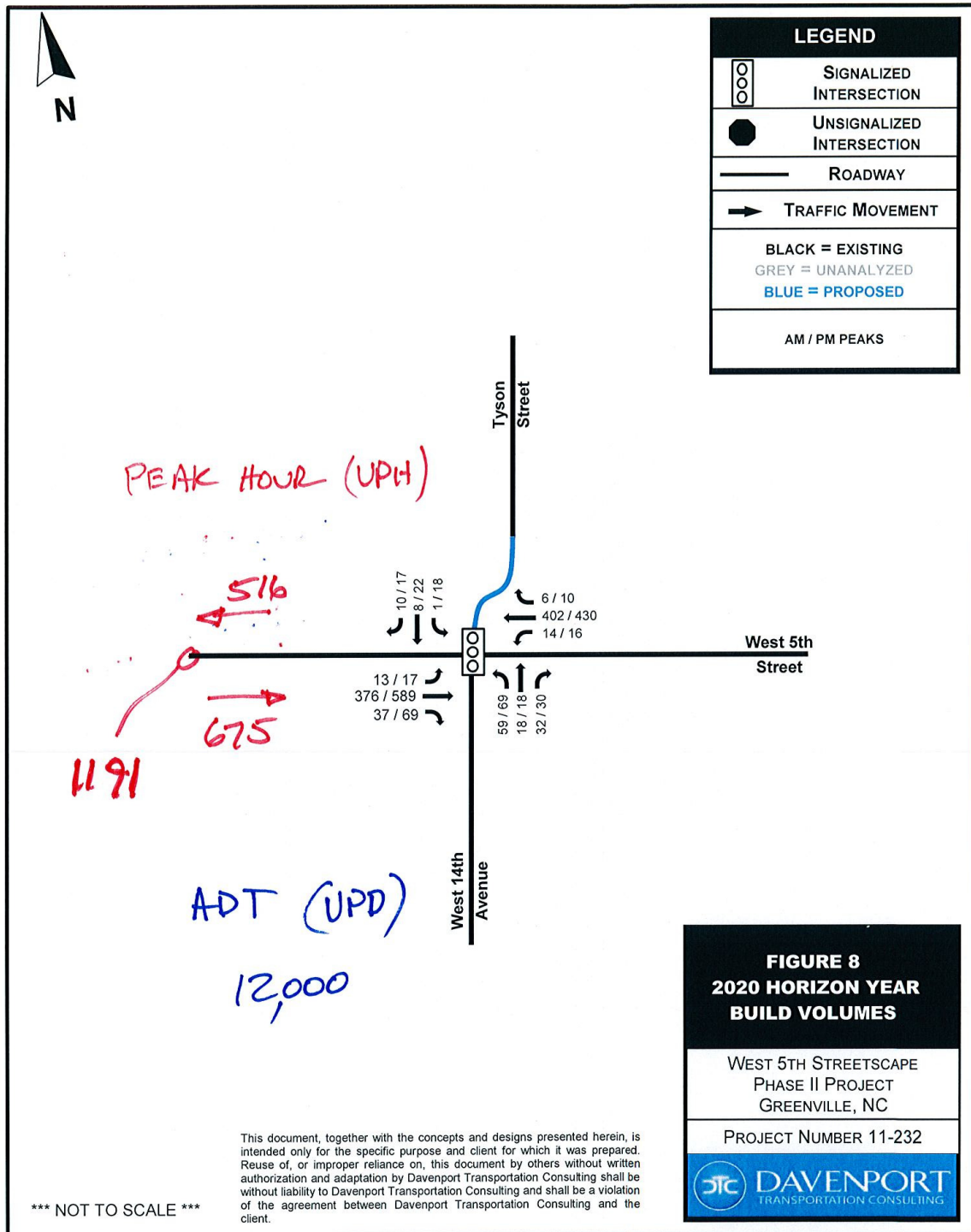
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A detailed project scope will be developed following the negotiation/bid process with the selected design-build firm or team. A final construction budget for this project has not been developed at this time.

## 2.2 City and Public Participation

It has been several years since the Streetscape master plan and the Redevelopment Plan was adopted; thus, some limited public comment opportunities will be included in the design process. It will also be essential for the selected firm/team to coordinate design efforts with NC DOT, Greenville Utilities Commission, citizens, and neighborhood associations. The selected consultant will develop the product such that periodic feedback from city staff and other key stakeholders is possible. The consultant will be expected to make presentations and/or provide periodic updates to the Redevelopment Commission and the Greenville City Council as well.

The approach suggested by the consultant should include steps designed to ensure that the final product will be developed in close consultation with city staff as well as the stakeholder groups described above and should allow for the consultant to make revisions based upon those consultations, as well as comments received from appointed or elected bodies as described above. The selected consultant should be aware that the project manager will work in close consultation with city staff from the City's Engineering Division and the Community Development Department. All plans will be reviewed by said engineers and staff members, and must be in compliance with all local and state development regulations and policies.

## 2.3 City of Greenville Responsibilities

The City of Greenville will be responsible for:

- Arranging, scheduling, and providing facility space for meetings;
- Providing the consultant with comprehensive geographic information for the project area as required, either in hard copy maps at scale, or, as GIS digital data based on aerial photography and tax data (Preferred) Note: Survey work may be provided by City (negotiated);
- Providing the consultant with copies of relevant City of Greenville plans, ordinances, design guidelines and special plans including but not limited to the Horizons Comprehensive Plan, the Center City – West Greenville Revitalization Plan, the Recreation Master Plan, the Greenville Thoroughfare Plan, and the Center City – West Greenville Streetscape Master Plan;
- Reviewing of consultant work-product according to deliverable schedule;
- All construction administration; and
- The City of Greenville through its project manager will work closely with the consultant to answer questions, make decisions, provide guidance and assist with coordination where needed. The City's responsibilities do not include doing research and design tasks for the consultant.



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## 2.4 Schedule

01/07/2015 RFP Advertised and mailed to developers  
02/06/2015 Proposal due date  
02/09 – 02/23/2015 Proposal review  
03/09 – 03/13/2015 Interviews with shortlist firms  
03/27/2015 Consideration of finalist by City Staff  
04/07/2015 Redevelopment Commission Presentation

## 2.5 Other Project Notes

The City is willing to entertain providing incentives for a project that will have the following qualities:

1. Strong pro forma;
2. Complete and up-to-date market analysis;
3. Construction design that meets contemporary urban design principles;
4. Site design the meets all State and local codes;
5. A project that has a grocery store as the anchor tenant.

## 3.0 Proposal Requirements

### 3.1 Submittal

In order to be considered, five (5) copies of the proposal must be received by the City of Greenville on or before February 6, 2015, by 4:00 p.m. EST. All proposals must be delivered in a sealed envelope marked: Request for Proposal – West Greenville Commercial Center. All materials submitted in response to this request for proposals shall become the property of the City of Greenville and may be returned at the option of the City. Any proposals received after the deadline will not be considered.

Proposals may be mailed or delivered to:

City of Greenville  
Housing Division  
Att. Mr. Niki Jones, AICP  
P.O. Box 7207  
201 West 5<sup>th</sup> Street  
Greenville, NC 27835

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## 3.2 Proposal Format

### *Cover Letter:*

Briefly describe why your firm is interested and should be considered for this project. Also, provide contact information for any questions or additional requests for information that may arise during the review of your proposal.

### *Consultant Background:*

Provide the following information for the lead consultant and any proposed subconsultants: Firm names, background, history, number of years in business, size of firm, number of employees dedicated to this project and their proposed responsibilities to this project. Please include applicable professional registrations of team members as well as any specialized experience in applicable areas.

### *Experience:*

List a minimum of three (3) recent projects similar to this one completed by your firm or team. The list should include project name, a brief description of the project, total design and construction budget, client name and client contact information.

### *Project Approach:*

Briefly outline your technical and procedural approach for the design project. Also, describe key issues and potential problems facing this project and how your firm or team would address these issues. **Please provide a description of the degree or level of involvement in the planning and design process for the team members identified above.**

### *Equal Employment Opportunity Statement:*

The City of Greenville does not discriminate in administering any of its programs and activities. The consultant awarded the contract for work on this project is required to insure that no person shall be denied employment, fair treatment or be discriminated against on the basis of race, sex, religion, age, national origin or handicap. (Please include a copy of any EEO policy or statement adopted by your firm.)

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## **4.0 Selection Process**

### **4.1 Proposal Review Team**

The proposal review team will consist of several City of Greenville staff members, as well as members of the Redevelopment Commission.

### **4.2 Selection Criteria**

Criteria for the selection of the consultant will include but not be limited to:

- Ability to undertake and complete the project in a timely manner
- Previous performance with similar projects
- Proven ability to facilitate a comparable design process
- Qualifications of key personnel
- Technical approach to the project

### **4.3 Process**

The proposal review team will evaluate all proposals submitted on time to determine those firms that will be granted an interview. Costs for developing the proposal and costs attributed to any interviews are at the consultant's expense and will not be reimbursed. Following the interviews, City of Greenville staff will attempt to negotiate an agreement with the top ranked firm. If no agreement can be reached with the top ranked firm, that firm will be dismissed and staff will proceed to the second ranked firm and so on, until an agreement can be negotiated that is satisfactory to both parties.

## **5.0 Questions**

In an effort to ensure that all potential respondents to this proposal have access to the same information, all questions should be posed via email to Mr. Niki Jones, Project Manager at the following email address: [nsjones@greenvillenc.gov](mailto:nsjones@greenvillenc.gov)

Questions along with appropriate responses will be posted on the project's web site at [www.greenvillenc.gov/urbandevelopment](http://www.greenvillenc.gov/urbandevelopment) Questions will be accepted until **February 5, 2015** and will typically be responded to within one business day.

**END OF REQUEST FOR PROPOSALS**