





TO: Mayor and City Council

FROM: John McDonough, City Manager

DATE: September 12, 2013 for submission on the Agenda of the September 17, 2013 City Council Meeting

ITEM: Consideration of Approval of the Issuance of the RFQ for the City Center Master Developer

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## **Background**

At the August 20, 2013 Council meeting, staff presented a draft Request for Qualifications for selection of a Master Developer for the City Center. There was a Council consensus to release the Draft RFQ for public review and comment.

## **Discussion**

The draft RFQ was posted on August 21, 2013 to the City website. Questions and comments were received through September 10, 2013. After review, staff is recommending the following revisions to the draft:

1. Title change from "Professional Services of Master Developer to Assist the City of Sandy Springs in Comprehensive Development of City Center" to "Master Developer to Partner with the City of Sandy Springs in the Development of City Center."
2. Section 1 under Project Overview, an additional sentence be added to describe the Fidelity National Bank property, whose ownership has indicated a willingness to explore potential partnership opportunities.
3. Section 2.03 (B) Professional Services a more detailed description be added.
4. Exhibit A and B will be updated to reflect the location of Fidelity National Bank.

Please find attached the revised RFQ and a Resolution adopting the RFQ/RFP process and a revised version of the recommended RFQ for release.

## **Recommendation**

Staff recommends approval of the revised RFQ/RFP process.

## **Attachment**

1. Resolution
2. Revised RFQ

*City  
Manager*

**STATE OF GEORGIA  
COUNTY OF FULTON**

**A RESOLUTION TO AUTHORIZE PROCESS TO PROCURE THE  
SERVICES OF A MASTER DEVELOPER FOR THE CITY CENTER  
PROJECT**

**WHEREAS**, the City of Sandy Springs (“City”) has determined that it is necessary to develop a City center and infrastructure project (“City Center”); and

**WHEREAS**, on December 18, 2012, the City adopted a City Center Master Plan (“Master Plan”) following a comprehensive study conducted by an independent firm; and

**WHEREAS**, the City has acquired or is in the process of acquiring properties within the City limits for a City Center development consistent with the Master Plan to include, among other things, a City government complex, green space, parks and rights-of-way for channels of trade and travel; and

**WHEREAS**, the City desires to initiate the process of soliciting and selecting a master developer (“Master Developer”) capable of working with the City for comprehensive development of City Center; and

**WHEREAS**, the City intends to select a Master Developer with a demonstrated record of accomplishment developing the desired land uses sought by the Sandy Springs community and the City, with the capacity to handle successfully all aspects of the development process including planning, design, structuring of financing, permitting, construction, sales and leasing, and ongoing management; and

**WHEREAS**, the City desires to establish a procurement process to select a Master Developer, which process is of the highest integrity, transparency, with full participation by a broad group of interested firms; and

**WHEREAS**, in an effort to ensure that development services are delivered in the most cost efficient and effective manner and that opportunity is provided to all interested firms, the Mayor and City Council intend to issue a Request for Qualifications (“RFQ”) in substantially the form attached hereto as Exhibit “A”; and

**WHEREAS**, the RFQ outlines requirements for the development of City Center and describes the evaluation process to be undertaken with respect to this procurement, which process shall supersede existing City purchasing policies which may be in conflict therewith;

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Sandy Springs, Georgia, while in regular session on September 17, 2013, at 6:00 p.m. as follows:

1. The Council hereby authorizes the City Manager and City staff to release the RFQ in substantially the form attached to this resolution as Exhibit "A."
2. The City Manager and City staff are hereby authorized to take such actions with respect to the RFQ and the process stated therein as necessary to further the goals of the City indicated by the Master Plan.

**RESOLVED** this the 17<sup>th</sup> day of September, 2013.

Approved:

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Eva Galambos, Mayor

Attest:

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Michael Casey, City Clerk

(SEAL)

**EXHIBIT "A"**

**REQUEST FOR QUALIFICATIONS**

**EXHIBIT "A"**



**REQUEST FOR QUALIFICATIONS NUMBER 14-019**

For

**MASTER DEVELOPER TO PARTNER WITH THE CITY OF SANDY SPRINGS IN  
THE DEVELOPMENT OF CITY CENTER**

**(PHASE ONE OF A TWO PHASE RFQ – RFP QUALIFICATIONS  
BASED COMPETITIVE PROCESS)**

**RESPONSES DUE: No later than October 25, 2013, 2:00 PM EST in hard copy. Electronic  
submissions via e-mail or fax will NOT be accepted.**

Questions should be directed in writing to the City of Sandy Springs Purchasing Manager, Jeff Allen,  
via e-mail to: [jallen@sandyspringsga.gov](mailto:jallen@sandyspringsga.gov)

**Submit Responses to:  
City of Sandy Springs  
Purchasing Office  
7840 Roswell Road, Bldg. 500  
Sandy Springs, GA 30350  
Attention: Jeff Allen, Purchasing Manager**

## RESPONDENT'S RFQ CHECKLIST

### 10 Critical Things to Keep in Mind When Responding to an RFQ for the City of Sandy Springs

1. \_\_\_\_\_ **Read the entire document.** Note critical items such as: supplies/services required; submittal dates; number of copies required for submittal; contract requirements, if any (e.g. bonding and insurance requirements).
2. \_\_\_\_\_ **Note the Purchasing Manager's name, address, phone numbers and e-mail address.** This is the only person you are allowed to communicate with regarding the RFQ and is an excellent source of information.
3. \_\_\_\_\_ **Attend the pre-submittal conference** if one is offered. These conferences provide an opportunity to ask clarifying questions, obtain a better understanding of the Project, or to notify the City of any ambiguities, inconsistencies, or errors in the RFQ. This conference may be mandatory.
4. \_\_\_\_\_ **Take advantage of the "question and answer" period.** Submit your questions to the Purchasing Manager by the due date listed in the *Schedule of Events* and view the answers given in the formal "addenda" issued for the RFQ. All addenda issued for an RFQ are posted on the City's website and will include all questions asked and answered concerning the RFQ.
5. \_\_\_\_\_ **Follow the format required in the RFQ** when preparing your response. Provide point-by-point responses to all sections in a clear and concise manner.
6. \_\_\_\_\_ **Provide complete answers/descriptions.** Read and answer **all** questions and requirements. Don't assume the City or Evaluation Committee will know what your firm's capabilities are or what items/services you can provide, even if you have previously contracted with the City. The responses are evaluated based solely on the information and materials provided in response to the RFQ.
7. \_\_\_\_\_ **Use the forms provided as indicated.**
8. \_\_\_\_\_ **Check the City's website for RFQ addenda.** Before submitting your response, check the City's website at <http://www.sandyspringsga.gov> to see whether any addenda were issued for the RFQ.
9. \_\_\_\_\_ **Review the RFQ document again** to make sure that you have addressed all requirements. Your original response and the requested copies must be identical and complete. The copies are provided to the Evaluation Committee members and will be used to rank your submittal.
10. \_\_\_\_\_ **Make your submittal on time.** Note all the dates and times listed in the *Schedule of Events* and within the document, and be sure to submit all required items on time. Late submittal responses will not be accepted.

*This checklist is provided for assistance only and should not be submitted with Respondent's response.*

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## SECTION 1: BACKGROUND AND PROJECT OVERVIEW

### Background

Incorporated in 2005, the City of Sandy Springs (“City”) is one of the newest cities within the State of Georgia. The City operates in a Council – Manager form of government. As the first new city in the state in nearly 50 years, Sandy Springs has made dramatic strides in providing effective and efficient services to residents. The City approaches the provision of government services in a non-traditional fashion, operating under a public-private partnership model. Approximately half of City staff, primarily all non-public safety personnel, is employed by private companies. Not only does partnering with private entities streamline the government, it also fills the City ranks with a wide variety of critical subject matter expertise.

On December 18, 2012, the City Council adopted the City Center Master Plan (“Master Plan”) that will turn the downtown area of Sandy Springs (“City Center”) into a more vibrant, business-attractive and family-friendly community. According to the Master Plan, City Center will be a public-private partnership developed as a mixed-use livable center consisting of parks, streetscapes, a civic facility, retail and residential uses.

As outlined in the Master Plan, goals for City Center are to:

- A. Create a unique, vibrant, walkable City Center rich in amenities desired by the community, such as commercial retail, recreational and cultural facilities.
- B. Catalyze significant market-driven private investment in walkable, mixed-use development that introduces substantial new dining, amenity retail, and entertainment options. This will both achieve City Center development goals and strengthen the ability to support the City’s fiscal goals.
- C. Create an appropriate setting for a new civic/cultural center than functions as a place of community activity and identity. Civic facility could include a number of uses including City offices, performing arts facility and community activity center.
- D. Create a comprehensive infrastructure to support City Center, which would include: walkable streets, stormwater, traffic flow, transit services, bicycling facilities, parking, utilities and signage.
- E. Introduce a green space network that accommodates a variety of activities, draws activity from new development, and ties together City Center, Sandy Springs’ established neighborhoods and existing open spaces.

The Master Plan covers approximately fifty (50) acres of publicly and privately owned properties. In January 2013, City Council approved plans for Phase I Implementation, which includes approximately fourteen (14) acres.

The adopted Master Plan is available for review at:

[http://sandyspringscitycenter.com/wp-content/uploads/2013/01/2013-01-30\\_City\\_Center\\_Phase\\_I\\_Implementation\\_Plan\\_Documents.pdf](http://sandyspringscitycenter.com/wp-content/uploads/2013/01/2013-01-30_City_Center_Phase_I_Implementation_Plan_Documents.pdf)

The Master Plan study area boundaries are as follows: the northern and eastern boundaries will be as shown as part of the original study area. The southern boundary is Hammond Drive, and the western boundary is Sandy Springs Circle.

The following link provides a graphical representation of the study area boundaries described above:

[http://sandyspringscitycenter.com/wp-content/uploads/2012/05/City\\_Center\\_Map\\_11x17\\_Reduced.pdf](http://sandyspringscitycenter.com/wp-content/uploads/2012/05/City_Center_Map_11x17_Reduced.pdf)

### **Project Overview**

The City understands in order for successful comprehensive development of City Center, it is imperative to engage a master developer (“Master Developer”) early in the process to work with the City in connection with development of the non-public components of the City Center development. Therefore, the City invites interested and qualified parties to submit responses to this Request for Qualifications (“RFQ”) in connection with the development, construction and operation of a mixed-use development (“Project”) that will serve as an anchor for additional private development in the City Center area consistent with the Master Plan.

The Project site (“Project Site”), as indicated in Exhibit A, is located along the commercial heart of Roswell Road on an approximately fourteen (14) acre block bounded by Johnson Ferry Road to the North, Roswell Road to the East, Mount Vernon Highway to the South, and Sandy Springs Circle to the West. Developable property size will be subject to final survey.

As indicated in Exhibit B to this RFQ, the City currently controls property in Blocks A and E. Adjacent to Block A is a bank property (Fidelity National Bank). The bank owners have indicated a willingness to discuss a potential partnership with the developer of Block A. Block B is partially owned by a third party that is willing to be a partner in the City Center development. For development purposes, Blocks C and D are exclusively for public uses and are not included as part of this RFQ. Blocks C and D are available for programming purposes as described in Section 2.0.3 (E). The City envisions that all existing improvements on the Project Site will be demolished.

## **SECTION 2: DESIRED DEVELOPER QUALIFICATIONS**

### **2.0 City’s Intent**

The City is seeking responses to this RFQ from qualified developers (“Respondents”) who are interested in undertaking the development opportunities described in this RFQ. In this context, the terms “developer” and “developer qualifications” apply to the development entity itself and the Respondent’s professional team assembled to execute the Project (“Project Team”). The City intends to negotiate an agreement with a qualified developer to comprehensively develop the non-public components of City Center.

The objective of this RFQ process is to determine the level of interest and number of qualified developers for the City Center development. Responses to this RFQ should provide general ideas and strategies for the development and operation of City Center, including resumes and qualifications for the Project Team.

Depending upon the number and quality of responses, the City reserves the right to request additional information from some or all Respondents, or to issue additional requests to advance the review process. This RFQ does not obligate the City to select or negotiate with any Project Team or to accept responses which the City determines, in its judgment, is not in the best interest of the City.

This RFQ is issued under the authority of the City of Sandy Springs.

**2.0.1 General Information:** The City will implement a two-phase process to select a Master Developer. Phase I is this RFQ process pursuant to which the City anticipates selecting a list of qualified developers (“Qualified Developers”) from responses submitted. The City will review qualification packages to select Qualified Developers to advance to the next phase, which will be a Request for Proposals (“RFP”). In Phase II, Qualified Developers will respond to an outline of more specific transaction terms and developer obligations for evaluation leading toward the selection of a qualified Master Developer and the eventual disposition of the development sites under mutually beneficial financial terms. Final selection of a Master Developer will be made by City Council following recommendation of the RFP Evaluation Committee. The City will select the Qualified Developer and Project Team deemed by the City to be in its best interests.

The term “Master Developer” indicates a development entity or team with the capacity and demonstrated experience to acquire or lease the Project and successfully handle all aspects of the development process including planning, design, structuring of financing, permitting, construction, sales and leasing, and ongoing management. The City encourages participation in the RFQ process by a broad group of interested firms. The Master Developer must have a demonstrated record of accomplishment in developing the desired land uses sought by the community and the City. The Master Developer must assemble resources and a Project Team that can design, secure permits, finance, construct, market and operate a mixed-use development that is substantially compatible with the Master Plan.

The City recognizes that creative or previously unconsidered ideas may also meet the community’s vision and intent for development of the Project Site and Project goals, as outlined in the Master Plan. The City welcomes all interested developers to submit alternative development plans that meet the intent and goals of the Master Plan. The City will carefully consider all legitimate responses meeting the submission requirements for the RFQ.

The City intends to work with the Sandy Springs Development Authority (the “Authority”) in connection with the Project. The Authority was activated in 2007 pursuant to the Georgia Development Authorities Law (O.C.G.A. § 36-62-1, et seq.), which grants to the Authority certain powers necessary or convenient to carry out and effectuate the public purpose of developing trade, commerce, industry, and employment opportunities within the City.

**2.0.2 Developer Qualifications:** The City is seeking a Master Developer and Project Team that possess the strongest combination of the following qualifications and experience:

- A. Experience developing open-air, high quality, aesthetically pleasing, village-scale retail/restaurant districts.
- B. Experience developing retail, restaurants, for-rent offices and office condominiums.
- C. Experience developing a mixture of residential projects that include condominiums, high-end market rate apartments, townhomes, or detached single family homes or any combination thereof. The City’s objectives include preference for owner occupied housing as dictated by market demand.
- D. Experience in developing mixed residential projects within multiple jurisdictions throughout the Atlanta metro region, particularly in urban locations which are comparable to downtown Sandy Springs.
- E. A minimum of ten (10) years of experience in leasing, management, and operation of residential and/or mixed-use projects.

**2.0.3 Master Developer's Responsibilities:** The City anticipates the general scope of responsibility to which the successful Respondent will be required to agree under a future Project agreement (the "Project Agreement") will be as follows:

- A. **Project Design:** Working with the City, the Master Developer will be responsible for all aspects of design for the Project. City objectives include mixed-use development on the Site, with preference for owner occupied housing, as dictated by market demand. The City is currently developing new development regulations for the City Center area, emphasizing walkable streets and mixed-use development. These regulations will employ a form-based code to address building height and massing, design of ground floor façades and relationship of buildings to sidewalks and other aspects of the street edge including setbacks and landscaping. A draft of the proposed code is expected to be complete in Fall 2013. Designs must comply with all applicable codes and regulations.
- B. **Professional Services:** The City's preference is that the Master Developer will provide all professional services necessary to plan, design, permit, construct and manage the Project, to be more fully defined in the Project Agreement.
- C. **Construction:** The City's preference is that the Master Developer will be solely responsible for completion of construction on the Project and coordination with City infrastructure investments in the immediate area.
- D. **Finance:** The Master Developer will be required to identify the funding sources necessary for the Project, including any required equity. The City is open to responses that consider all types of public-private partnership opportunities and financing alternatives, including taxable or tax-exempt financing or other powers pursuant to the Development Authorities Law (O.C.G.A. § 36-62-1, et seq.)
- E. **Lifestyle / Concierge Programming:** The City is interested in a Master Developer that will be responsible during the term of the Project Agreement for programming and concierge services that enhance the community activity on the Project Site. It is the City's desire that the Master Developer should coordinate with the City to program public events on the Project Site, such as the Sandy Springs Farmer's Market.

**The City reserves the right to alter this scope of responsibilities and to negotiate final Project Team members.**

**2.0.4 City's Responsibilities:** As indicated in the Master Plan, the City expects for the Project Site to be developed for mixed-use. The City intends to develop a five (5) acre park and civic green space and a civic facility (the "Civic Facility") on public portions of the Project Site. In addition, the City will develop the street grid and site infrastructure. It is the City's intent that the planning and construction of these public improvements will be coordinated with the private development of the Project Site.

The City has a number of planned infrastructure projects in the immediate area which will impact this Project Site (see Exhibits A-C). Overall, the City has identified and committed to projects totaling approximately \$84 million, as shown in the table below. Details of these projects can be found in the Phase I Implementation Plan (see [http://sandyspringscitycenter.com/wp-content/uploads/2013/01/2013-01-30\\_City\\_Center\\_Phase\\_I\\_Implementation\\_Plan\\_Documents.pdf](http://sandyspringscitycenter.com/wp-content/uploads/2013/01/2013-01-30_City_Center_Phase_I_Implementation_Plan_Documents.pdf)):

| Project  | Allocated Funding | Funding Needed    | Comment  |
|--|-------------------|-------------------|--|
| Land Acquisition   | 19,055,672        | 6,500,000         | In process   |
| City Center Parking Study  | 75,000            | 0                 | Expected to be complete in November 2013   |
| Professional Services  | 712,593           | 3,287,407         | To oversee the public investment portions of Project Site  |
| Mt. Vernon Highway and Blue Stone Extension                                  | 7,650,000         | 1,945,000         |  |
| City Center Infrastructure and Green (including street grid on Project Site) | 3,295,378         | 7,997,122         |  |
| Utilities Program Management and Design                                      | 600,000           | 0                 |  |
| Utilities Relocation (next 5 years)  | 1,000,000         | 4,530,000         |  |
| Marsh Creek Headwater Stormwater Facility                                    | 2,984,700         | 0                 | This facility will contribute toward addressing stormwater management needs of the Project Site. |
| Structured Parking (500 spaces @ \$25,000/each)                              | 0                 | 12,500,000        |  |
| Civic Center Facility  | 0                 | TBD               |  |
| T-0014/0015 Sandy Springs Circle (Phase 1)                                   | 1,400,000         | 0                 |  |
| T-0014/0015 Sandy Springs Circle (Phase 2)                                   | 2,989,498         | 3,198,502         |  |
| Heritage Playground  |                   | 4,400,000         |  |
| <b>TOTAL</b>   | <b>39,762,841</b> | <b>44,358,031</b> | <b>*</b>   |

\*Not including the Civic Center Facility

In addition to the financial investments represented by these projects, the City and Authority are prepared to provide financing alternatives, including taxable or tax-exempt financing, or utilize other powers pursuant to the Development Authorities Law (O.C.G.A. § 36-62-1, et seq.).

### SECTION 3: SUBMISSION FORMAT AND CONTENTS

#### 3.0 Required Information

**3.0.1 Response Requirements:** Each response to this RFQ shall include the information described in this section. Failure to include all of the elements specified may be cause for rejection. Additional information may be provided, but should be succinct and relevant to the goals of this RFQ. Excessive information will not be considered favorably. Document pages shall be 8-1/2 inches by 11 inches in size or folded to such a size. Respondents are cautioned to follow and clearly mark each section of the response according to the sections below. The response shall not exceed ten (10) pages of text. Additionally, you may include up to ten (10) pages of attachments, drawings and appendices.

Submittals must include one (1) original of the response, along with three (3) hard copies and one (1) scanned electronic copy (PDF) saved to a CD or USB flash drive in compliance with Section 6 of this RFQ. Every effort should be made to make responses as concise as possible.

Respondents shall address the following sections in the order given to be considered complete and to ensure consideration.

A. Section I – Qualifications and Experience – Cover Letter and Qualifications Statement

RFQ responses should include a cover letter providing an introduction to the entity responding to the RFQ summarizing how the Project Team meets the minimum qualifications as outlined in Section 2 of the RFQ. The cover letter shall be signed by an authorized representative on behalf of the Respondent. The RFQ should also include Project Team resumes and a Qualifications Statement containing the following information:

1. Experience and Qualifications of the Project Team: Each Respondent shall submit a brief explanation of why the proposed Project Team is qualified for this Project. The Respondent shall also describe its internal policies/procedures to assure a quality product and completion of tasks on schedule and within budget. Specifically, Respondents shall identify the following:

a. Project Team Management – The person (or persons) who will:

i. Be the primary point of contact between the City and the Project Team

ii. Be responsible for ensuring that adequate personnel and other resources are made available for this Project

iii. Be authorized to handle all contractual matters for the Project Team and coordinate all applications, submittals, and meetings related to the Project

iv. Be ultimately responsible for the quality, costs and timeliness of the Project Team's performance

v. Be responsible for all development aspects of the Project. State the person's position and authority within the Project Team. Discuss previous projects similar in nature for which this person has performed a similar function. Discuss relevant experience, professional registrations, education, awards and other components of qualifications applicable to this Project

vi. Be responsible for the operation and management of the Project, including the lifestyle/concierge programming of the Project Site.

b. Other Team Members. Identify other members of the Project Team that provide special expertise or will perform key tasks. Describe their anticipated roles and provide a brief statement of qualifications and experience for each.

2. Qualifications of the Respondent and Available Resources:

a. Identify the legal structure of the Respondent and/or consortium of entities (together "Respondent"). Describe the business experience of the Respondent as relates to carrying out projects of this type.

- b. Describe the organizational structure of the Respondent, including roles. Describe the role of each entity comprising a partnership or consortium presenting a response with respect to carrying out the specifications and requirements of this RFQ.
- c. Furnish examples of no more than five (5) public or government projects similar to the requirements of this RFQ. Discuss each project and Respondent's success in achieving budgets and timelines. These examples should best illustrate the experience of the Respondent and the personnel being assigned to the Project described in this RFQ. Provide contact information (name, title, email and phone) for references.
- d. Describe any management experience, including construction management experience, with Public-Private Partnerships ("PPP"), including:
  - i. Prior successful experience in alternative project delivery arrangements such as, but not limited to, performance based mechanisms and long-term partnership arrangements
  - ii. Experience in managing and maximizing commercial opportunities in mixed-use projects that were profitable and created long-term value
  - iii. Experience working with other proposed Project Team members in previous successful projects
- e. Describe architectural and engineering design experience and capability to develop mixed-use projects in an urban setting including working with all types of uses proposed in this Project.
- f. Describe construction experience including:
  - i. The technical and financial capability to plan, construct and commission a large mixed-use project and infrastructure with civic components within a specified time frame
  - ii. Prior experience of the construction members of the Project Team on projects of similar scale and complexity
- g. Describe financing experience including:
  - i. Prior experience in providing financing for similar projects within specified financial closing time parameters and ability to provide financing for the project
  - ii. Ability and demonstrated experience with alternative financial delivery methods, including, but not limited to, taxable and tax-exempt financing or other creative financing mechanisms
- h. Describe experience programming and operating mixed-use projects.
- i. Describe Respondent's procedure for developing, monitoring and maintaining Project budgets and schedules.

j. Indicate the resources available to perform the work for this Project. Discuss how this Project would impact current and anticipated workload.

k. Describe any notable expertise or other special capabilities of members of the Project Team that uniquely qualify the Respondent to accomplish the requirements and specifications of the RFQ.

l. Provide a brief conclusion supportive of the Project Team's information/qualifications, including any unique capabilities and/or qualifications of the Project Team that may be of special interest to the City.

#### B. Section II – Proposed Development Vision and Program

Responses should describe the overall vision and a recommended development program for the Project to include retail, high-end residential, restaurants, taverns, office, etc. Include information on the firm's operational philosophy regarding typical length of time projects are held after completion.

#### C. Section III – Conceptual Financial Structure/ Financial Stability

Provide a conceptual financial structure, including public and private sources of funding, and a structure for providing compensation for the City owned real estate (e.g., land purchase, ground lease, other public participation etc.) The City has significant flexibility with respect to disposition options and methods for compensation and as a result encourages and welcomes financial proposals which maximize the value of the resulting developments and their positive economic and fiscal impacts on City Center and the City as a whole. Justification for the use of public contributions and proposed repayment mechanisms should be provided. Additionally, the Respondent should provide examples of any other publicly financed projects similar to those being proposed, if public financing is included as part or whole of the response.

Respondent must provide evidence of the firm's financial capability to undertake the Project. Evidence should cover the last (5) years. If your response is being submitted by a syndicate of two or more entities, provide evidence for each firm that would be a part of the Project. Suitable documentation includes audited or reviewed financial statements, partnership or corporation tax returns, bank or financial institution commitments, or other verifiable information demonstrating financial stability necessary to support a project of this size. Submission of this RFQ provides consent to the City or its assigns to confirm the information provided in response to this question.

All Respondents will be required to allow the City to inspect and examine their firm's operating information and financial statements during the RFP's process. Each firm shall submit its legal firm name or names, headquarters address, local office addresses, state of incorporation, and key firm contact names.

## SECTION 4: EVALUATION CRITERIA

### 4.0 Evaluation Criteria

The City of Sandy Springs supports the creation of a vibrant urban neighborhood and retail/restaurant district to complement current and future downtown business enterprises. Accordingly, the City will evaluate responses based on criteria stated within this document. Given

the uniqueness of the anticipated development, developer qualifications and experience will be assigned the greatest value including but not limited to the following:

- A. Developer qualifications and experience (as identified in Section 2 of the RFQ)
- B. Uniqueness of proposed development vision/program (as identified in Section 3 of the RFQ)
- C. Conceptual financial structure (as identified in Section 3 of the RFQ)
- D. Financial history/stability (as identified in Section 3 of the RFQ)
- E. Demonstrated management and construction management experience with PPPs (as identified in Section 3 of the RFQ)
- F. Strength and demonstrated architectural and engineering design experience and capability to develop mixed-use projects in an urban setting (as identified in Section 3 of the RFQ)
- G. Demonstrated construction experience (as identified in Section 3 of the RFQ)
- H. Demonstrated financing experience (as identified in Section 3 of the RFQ)
- I. Demonstrated ability to program and operate a dynamic mixed-use project (as identified in Section 3 of the RFQ)

Project Teams that the Evaluation Committee feels can best meet the requirements of this RFQ will then be invited to submit detailed development proposals in Phase II. The Phase II RFP will contain the evaluation criteria and process to be implemented in making a selection recommendation for Development Agreement award. City Council will make the final decision on the selection of a Master Developer and Project Team.

## SECTION 5: INQUIRIES

There will be a pre-submittal conference on September 26, 2013 at 10:00 AM EST at the City of Sandy Springs - Heritage Bluestone Building, 6110 Bluestone Road, Sandy Springs, GA 30328. A question and answer time will follow the pre-submittal conference. Any written inquiries must be delivered no later than 4:00 PM EST on October 9, 2013. After this date, no further questions will be accepted. Requests for information and questions should be submitted to:

City of Sandy Springs  
Attn: Jeff Allen, Purchasing Manager  
7840 Roswell Road, Bldg. 500  
Sandy Springs, GA 30350  
[jallen@sandyspringsga.gov](mailto:jallen@sandyspringsga.gov)

Responses to questions and any additional information relating to this RFQ will be posted on the City's website at <http://www.sandyspringsga.gov> by 4:00 PM EST on October 16, 2013. Informal verbal communications during the pre-submittal conference or at any other time, by any person other than the conference organizer, shall be considered unofficial and the City shall have no responsibility to verify any information that is not contained in this RFQ or future addenda. **Respondents are encouraged to check the website frequently for any updates to this RFQ.**

**SECTION 6: RESPONSE DEADLINE**

Responses to this RFQ must be submitted in writing in hard copy (one (1) original marked “Original,” three (3) copies marked “Copy” and one (1) scanned PDF copy saved to a CD or USB flash drive) no later than 2:00 PM on October 25, 2013. Responses received after this time and date will not be considered. Submissions must be contained in a sealed envelope marked: “RFQ FOR MASTER DEVELOPER TO PARTNER WITH THE CITY OF SANDY SPRINGS IN THE DEVELOPMENT OF CITY CENTER,” addressed to:

City of Sandy Springs  
Attn: Jeff Allen, Purchasing Manager  
7840 Roswell Road, Bldg. 500  
Sandy Springs, GA 30350

**SECTION 7: SCHEDULE OF EVENTS**

| <u>EVENT</u>   | <u>DATE</u>                 |
|--|-----------------------------|
| <b>Phase I - RFQ Process</b>   |                             |
| Release of Draft RFQ .....   | August 21, 2013             |
| Deadline for Receipt of Written Questions on Draft RFQ .....           | September 10, 2013          |
| City Council Approval of RFQ .....                                     | September 17, 2013          |
| Release of Final RFQ.....  | September 18, 2013          |
| Pre-Submittal Conference .....   | September 26, 2013          |
| Deadline for Receipt of Written Questions on RFQ.....                  | October 9, 2013             |
| Deadline for Posting of Written Answers to City’s Website .....        | October 16, 2013            |
| Responses Due .....  | October 25, 2013            |
| Phase I Proposal Review Process .....                                  | October 28-November 1, 2013 |
| <b>Phase II - RFP Process (Tentative Dates)</b>                        |                             |
| Qualified Firms Contacted .....  | November 2013               |
| Release of RFP .....   | November-December 2013      |
| Deadline for Receipt of Written Questions on RFP .....                 | December 2013               |
| Deadline for Posting of Written Answers to City’s Website .....        | December 2013               |
| Development Concept/Financial Proposals from Qualified Firms Due ..... | February 2014               |
| Phase II Proposal Review Process .....                                 | February 2014               |
| Phase II Interviews with Qualified Firms.....                          | February-March 2014         |
| City Council Selection .....   | March 2014                  |

***The above dates are tentative and subject to change at the City’s discretion. Any changes to the Schedule of Events will be posted to the City’s website.***

**SECTION 8: TERMS AND CONDITIONS**

All responses and supporting materials as well as correspondence relating to this RFQ become property of the City when received. Any proprietary information contained in the response should be so indicated; however, a general indication that the entire contents, or a major portion, of the proposal is proprietary will not be honored. The following terms and conditions shall also apply:

A. All applicable Federal and State of Georgia laws, City of Sandy Springs and Fulton County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the respondents throughout and incorporated herein.

B. Professionals requiring special licenses must be licensed in the State of Georgia, and shall be responsible for those portions of the work as may be required by law.

C. No response shall be accepted from, and no contract will be awarded to, any person, firm, or corporation that (i) is in arrears to the City with respect to any debt, (ii) is in default with respect to any obligation to the City, or (iii) is deemed irresponsible or unreliable by the City.

D. The City shall be able to request of the Respondents satisfactory evidence that they have the necessary financial resources to accomplish the requirements of the RFQ.

E. From the date this RFQ is issued until a Project Team is selected, **Respondents are not allowed to communicate with any staff or elected officials of the City regarding this procurement, except at the direction of Jeff Allen**, purchasing manager for the City and procurement agent in charge of this solicitation (“Purchasing Manager”). Any unauthorized contact may disqualify the Respondent from further consideration. Contact information for the single point of contact is as follows:

Purchasing Manager: Jeff Allen  
Address: 7840 Roswell Road, Building 500  
Sandy Springs, GA 30350  
E-mail Address: [jallen@sandyspringsga.gov](mailto:jallen@sandyspringsga.gov)

F. The costs for developing and delivering responses to this RFQ and any subsequent presentations of the response as requested by the City are entirely the responsibility of the Respondent. The City is not liable for any expense incurred by the Respondent in the preparation and presentation of its response.

G. While the City of Sandy Springs has every intention to make an award as a result of this two (2) phase solicitation, issuance of the RFQ and/or RFP in no way constitutes a commitment by the City to designate Qualified Developers or to award and execute a contract. Upon a determination such actions would be in its best interest, the City, in its sole discretion, reserves the right to:

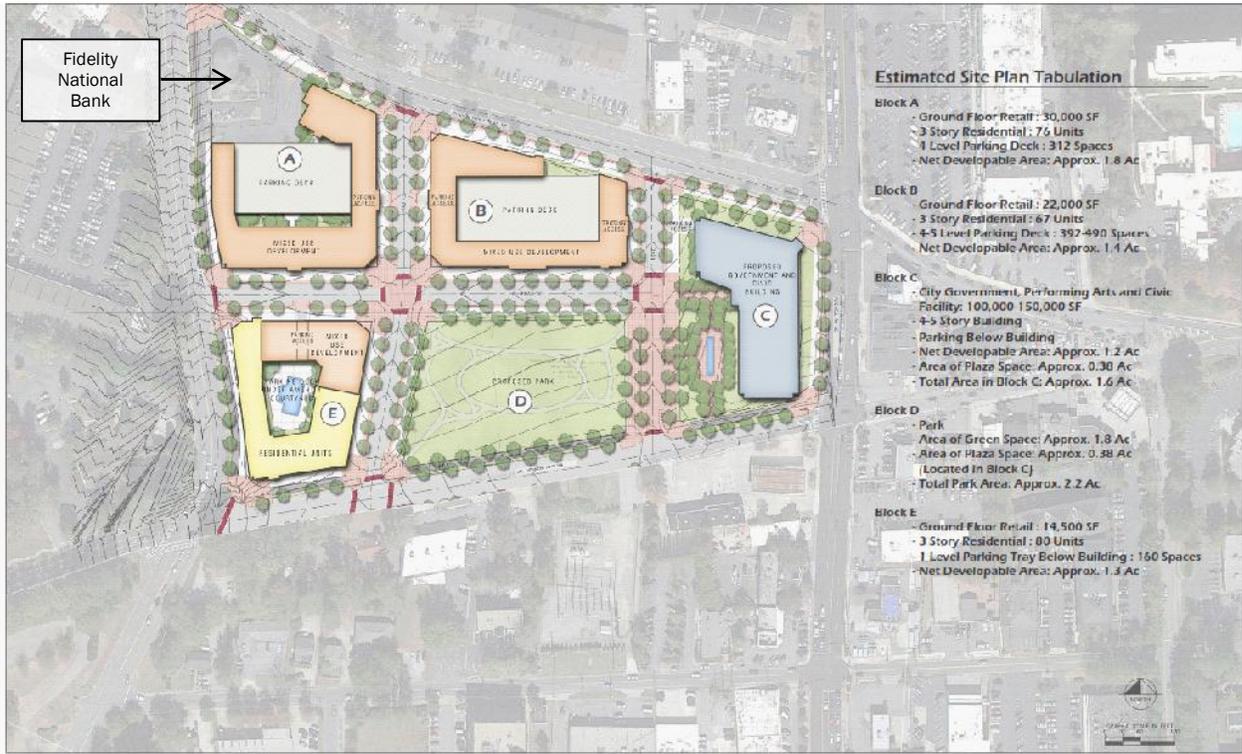
1. cancel or terminate this RFQ at any time. A notice of cancellation will be issued on the City’s website. If the RFQ is cancelled, the City will not reimburse any Respondent for the preparation of its response. Responses may be returned upon request if unopened;
2. reject any or all responses received in response to this RFQ, make a contract award based directly on the responses received in the best interest of the City, in its sole discretion, or enter into further discussions with one (1) or more Respondents;
3. waive and/or amend any undesirable, inconsequential, or inconsistent provisions/specifications of this RFQ which would not have significant impact on any response;
4. make partial award or no award if it is in the best interest of the City to do so; and
5. terminate any contract if the City determines adequate funds are not available.

**SECTION 9: EXHIBITS**

- EXHIBIT A:** Project Site
- EXHIBIT B:** Project Site – Area Subject to RFQ
- EXHIBIT C:** Phase I Implementation Plan

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# EXHIBIT A: PROJECT SITE



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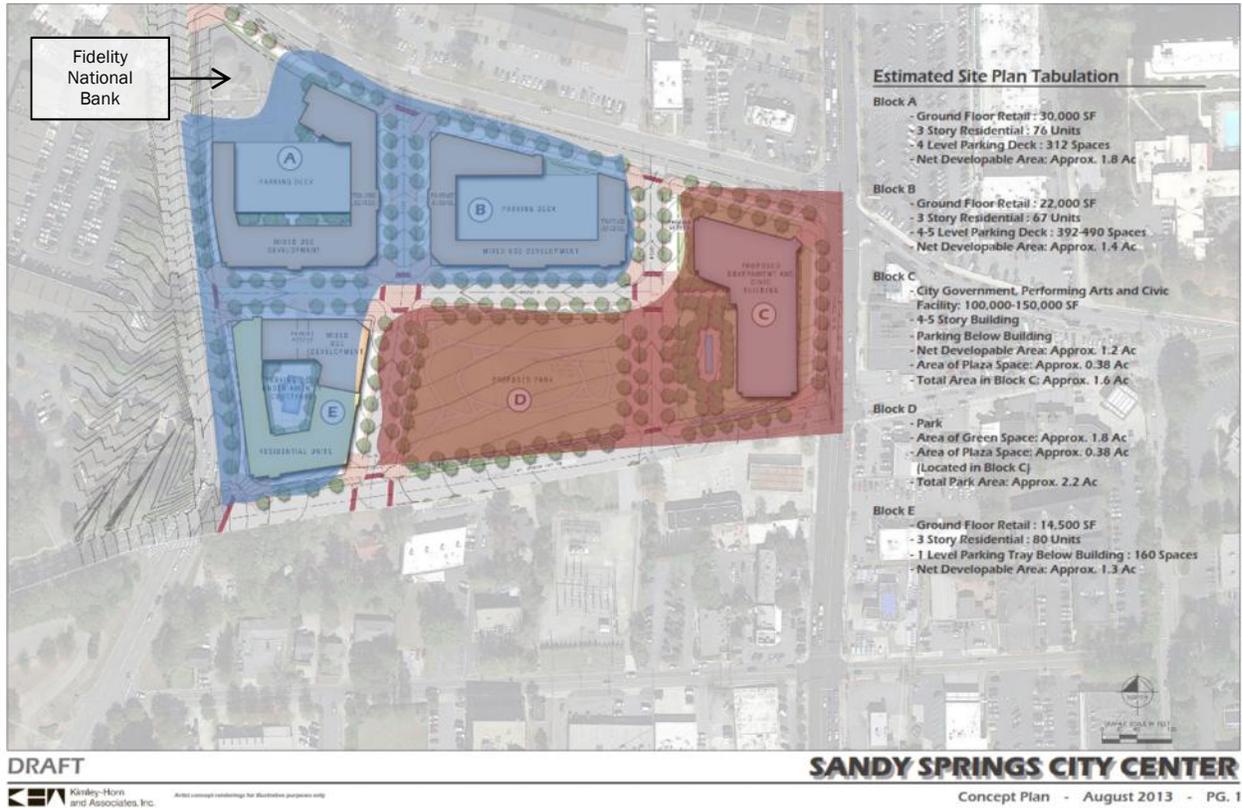
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## SANDY SPRINGS CITY CENTER

Concept Plan - August 2013 - PG. 1

DRAFT

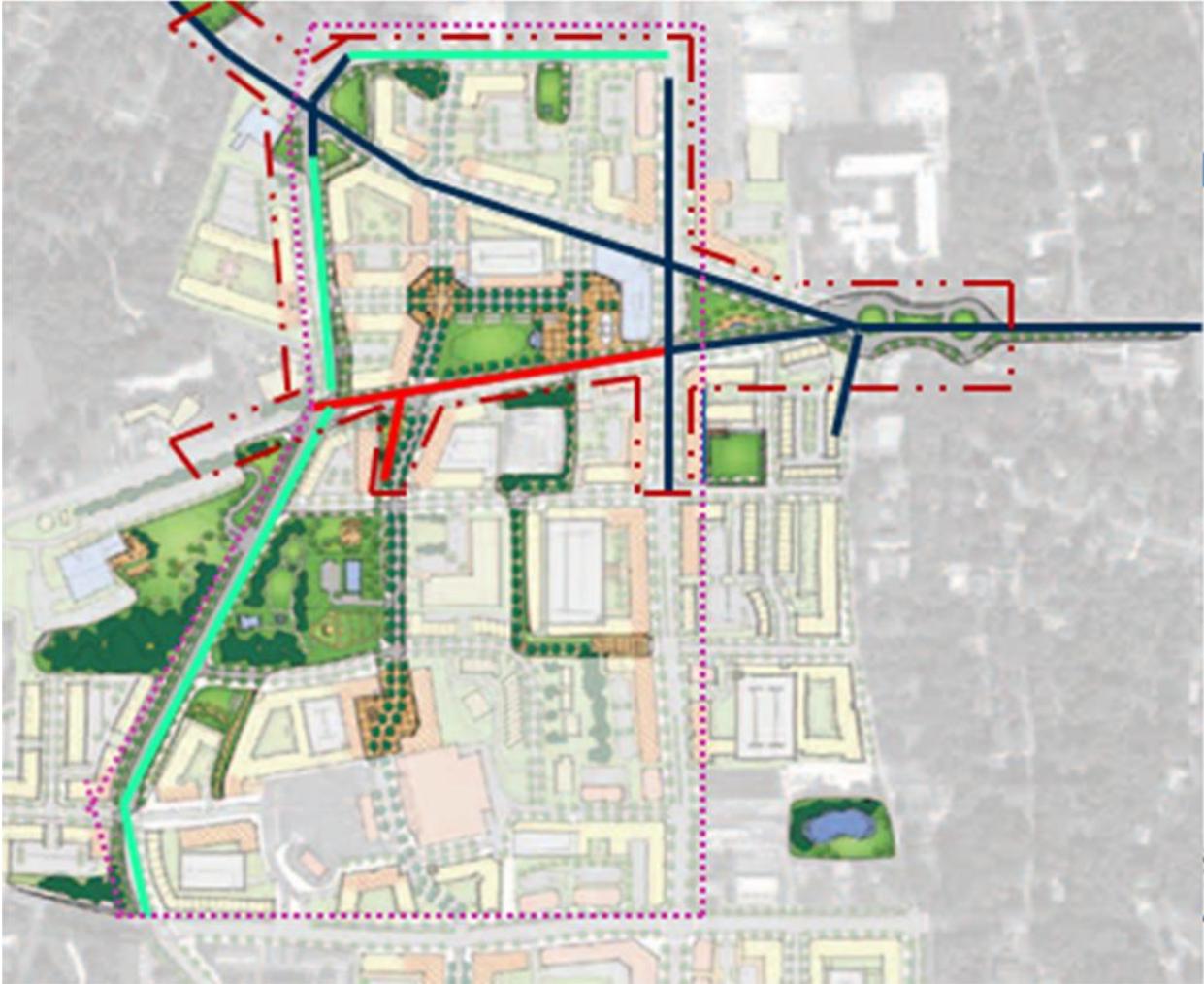
**EXHIBIT B: PROJECT SITE – AREA SUBJECT TO RFQ**



Area subject to RFQ

Public area not subject to RFQ

EXHIBIT C: PHASE I IMPLEMENTATION PLAN



(AS ADOPTED JANUARY 2013)

|   |         |
|---|---------|
| Mt. Vernon Hwy/Bluestone Extension                | —       |
| Civic Center Infrastructure/Green                 | —       |
| Parking Study Area                                | .....   |
| Utilities Program Focus Area                      | - - - - |
| Heritage Park Playground                          | —       |
| Project T .14/15 Sandy Springs Circle Streetscape | —       |
| Project T .10/11 Johnson Ferry Earmark            | —       |