



# EXPRESSION OF INTEREST

CLRA Project- 739 Central Avenue Renovation-2021-01

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## SECTION ONE: GENERAL INFORMATION

- 1. PURPOSE:** The City of Charleston Purchasing Office is soliciting Expression(s) of Interest (“EOI” or “Proposals”) on behalf of the Charleston Land Reuse Agency (“CLRA” or “Agency”), from qualified developers to provide a development plan as defined herein.
- 2. PROJECT:** The mission or purpose of the project for which proposals are being solicited is to provide a proposal which addresses the redevelopment, both inside and outside, of 739 Central Avenue, Charleston West Virginia, 25302 that fits the needs and desires of the public as further defined herein (“Project”).
- 3. SCHEDULE OF EVENTS:**

Release of the EOI .....	December 14, 2020
Written Questions Submission Deadline .....	January 19, 2021
Addendum Issued .....	February 1, 2021
Expressions of Interest Opening Date .....	February 19, 2021
Evaluation Committee to Release Developer Short-list .....	March 1, 2021
Estimated Short-list Interview Date .....	March 2-5, 2021
Price Negotiations Commence with Highest-scoring Developer .....	March 10, 2021



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### **SECTION TWO: INSTRUCTIONS TO DEVELOPERS SUBMITTING PROPOSALS**

1. All proposals must be submitted in electronic format as a PDF file readable with Adobe Acrobat software.
2. All questions and submissions must be transmitted according to established deadlines to Jamie Bowles, Purchasing Director, by emailing [Jamie.Bowles@cityofcharleston.org](mailto:Jamie.Bowles@cityofcharleston.org).



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### SECTION THREE: PROJECT SPECIFICATIONS

- 1. Background:** The Charleston Land Reuse Agency is seeking interest with a willing developer who will take ownership in the redevelopment of 739 Central Avenue into a space that fits within the needs and desires of the public in a way that benefits the community, as expressed in the input received by the CLRA through a public idea board and online survey in September and October 2020.

739 Central Avenue was once Abraham Grocery, providing food to the neighborhood and a local gathering place for a soda at the traditional soda fountain. It later became Park Place Bar and was relegated to a location where criminal activity occurred. The community has expressed a real interest in returning this building into a positive location for the neighborhood.

The CLRA is interested in seeing the building renovated both inside and outside. Inside the building, submissions will be scored based on how the proposal matches with the community input received. A commitment to renovate the building in compliance with all applicable health and safety codes is essential for all proposals. Of course, no project could implement all of the ideas received from community input, but some may be able to include more than one.

- 2. Project and Goals:** The project goals and objectives are listed below. Developers should discuss any anticipated concepts and proposed methods of approach for achieving each of the listed goals and objectives:
  - 2.1. Goal/Objective 1:** Evaluate for the purpose of entering into a contract for the redevelopment of the property located at 739 Central Avenue, Charleston, West Virginia, 25302. The development will include the interior and exterior of the building.



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Inside the building, submissions will be scored based on how the proposal would match with the community input received. Specifically, the proposed renovations will receive preference in scoring based on the following community preferences:

<b>Proposed Use</b>	<b>Score</b>
Youth Activity Center	20
Adult Community Center/Job or Life Skills Development	20
Grocery Store	15
Computer Lab	10
Arcade	5
Small Business (bakery, nail salon, coffee shop, ice cream, convenience store, etc.)	5
Housing	5
Laundromat	5
Addiction Resource	5

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Outside the building, submissions will be scored based on how the proposal would return the building to its original, historic design. Specifically, the proposed renovations will receive preference in scoring based on the following community preferences:

<b>Proposed Outside Renovation</b>	<b>Score</b>
Remove Siding on Park Avenue side of building and replace with appropriate glazing	5
Restore mural on Park Avenue side of building	5
Remove addition on back of building and restore back brick wall	10
Restore mural hidden by back of building addition	5
Restore mural on Abraham Grocery sign side of building	5
Remove white siding on front of building and replace appropriate glazing OR remove entire front addition and restore original facade	10

- 2.2. Goal/Objective 2: The CLRA will consider the completeness of the application, whether the proposer has identified funding sources to implement the proposal, any



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experience that the entities submitting the proposal have with similar projects, organizational capacity to achieve the proposal, willingness to partner with other community organizations, a commitment to using local labor for the work on the building, whether the proposal is consistent programmatically with both the Greater Kanawha Valley Foundation's Community Needs Assessment and the City of Charleston's Comprehensive Plan.

- 3. Qualifications, Experience, and Past Performance:** Developers should provide descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and the project goals and objectives and how they were met.
- 4. Oral Presentations/Interviews:** The CLRA will conduct individual interviews with the three developers that are determined to be qualified to provide the required development plan. During oral presentations/interviews, developers may not alter or add to their submitted proposal, but only clarify information already submitted. A description of the materials and information to be presented is provided below:

**4.1. Materials and Information Required at Oral Presentation/Interviews:**

Selected developers should be prepared to conduct an approximately thirty-minute interview question-and-answer session, with allowance to the developer for the first quarter hour to make a presentation of any type they deem suitable to demonstrate their abilities, knowledge of the subject matter and qualifications. Questions can be based on any aspect of the project or submitted proposals.



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### **SECTION FOUR: DEVELOPER PROPOSAL, EVALUATION, & AWARD**

1. **Economy of Preparation:** Proposals should be prepared simply and economically, providing a straight-forward, concise description of the firm's abilities to satisfy the requirements and goals and objectives described in this document. Emphasis should be placed on completeness and clarity of content. The response sections should be labeled for ease of evaluation. Among other response items developers may wish to include in their proposals, developers should include a listing of their assumptions and/or contingencies regarding how they would proceed with the contract (i.e., listing anticipated partnerships, means of obtaining funding, anticipated project timeline, and total project investment in U.S. dollars).
2. **PROPOSALS MUST NOT CONTAIN PRICE INFORMATION: Real property purchase price discussions will occur only after ascertaining the highest-scoring developer.**
3. **Evaluation and Award Process:**
  - 3.1. **Selection Committee Evaluation and Negotiation:** A committee comprised of three to five representatives of CLRA will:
    - 3.1.1. evaluate the statements of qualifications and performance data and other material submitted by the interested firms and select three firms which in their opinion are the best to perform the desired proposal.
    - 3.1.2. conduct interviews with each of the three firms selected;
    - 3.1.3. rank the three selected firms in order of preference; and
    - 3.1.4. commence negotiations with the highest scoring qualified professional firm that best demonstrates the objectives of the community as well as the CLRA Board of Directors.



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If negotiations are successful, the contract documents will be considered for approval by the CLRA Board of Directors.

Should the CLRA be unable to negotiate a satisfactory contract with the professional firm considered to be the highest scoring qualified choice, the agency will then commence negotiations with the second highest scoring qualified firm that best demonstrates the objectives of the community as well as the CLRA Board of Directors, and so on, until an agreement is reached or the solicitation is cancelled.

3.2. **Three Firm Evaluation Rankings:** The CLRA will evaluate the three firms that have been determined qualified to perform the proposed rehabilitation. The evaluation criteria are defined in the Procurement Specifications section and based on a 100-point total score. Points shall be assigned based upon the Developer's response to the evaluation criteria as follows:

- |  |                    |
|--|--------------------|
| • Proposed Use Based on Community Input                        | 20 Points Possible |
| • Proposed Outside Renovation                                  | 40 Points Possible |
| • Qualifications, Experience, Past Performance/ Oral Interview | 40 Points Possible |
| <b>Total</b>   | <b>100</b>         |