

**CITY COUNCIL  
COMMUNICATION:**

**03-273**

**AGENDA:**

JUNE 23, 2003

**SUBJECT:**

REQUEST FOR  
PROPOSALS FOR  
REDEVELOPMENT  
OF THE FORMER  
DEWEY FORD  
SHOWROOM SITE

**TYPE:**

**RESOLUTION**  
**ORDINANCE**  
RECEIVE/FILE

**SUBMITTED BY:**

RICHARD CLARK  
DEPUTY CITY  
MANAGER

**ITEM** \_\_\_\_\_

**OFFICE OF THE CITY MANAGER  
CITY OF DES MOINES, IOWA**

**SYNOPSIS —**

On the June 23, 2003 Council agenda is a roll call to approve the Request for Proposals (RFP) for the redevelopment of the former Dewey Ford Showroom site and the adjacent parking lot (Disposition Parcel 02-1A/Metro Center Urban Renewal Area).

The RFP and related documents were prepared by the Office of Economic Development.

**FISCAL IMPACT —**

Authorizing the RFP and selecting a developer does not incur any financial obligations for the City. However, the subsequent approval of a development agreement may require City investment. The amount of City investment will depend on the development proposal.

By Roll Call No. 02-2594, approved November 4, 2002, Council authorized staff to proceed with the acquisition of Disposition Parcel 02-1A/Metro Center Urban Renewal Area. The Fair Market Value of the property was established as \$907,500. The purchase will be funded with Gateway Project funds and/or a Fannie Mae loan. The Council has also authorized staff to proceed with the acquisition of two properties north of Grand Avenue which may be used for parking in conjunction with this redevelopment.

**RECOMMENDATION —**

**Approval of the resolution authorizing the RFP is recommended.**

**BACKGROUND —**

The former Dewey Ford Showroom site, located at East Locust and East 4th, is in the Eastern Gateway. Due to its strategic location within the Eastern Gateway, it is important that the property is redeveloped so as to further the revitalization of the area. The RFP requests developers to submit information on their development proposals for the property.

Staff has prepared an RFP document that establishes a set of criteria to evaluate and select a developer. These minimum development requirements include use and design restrictions. These standards have been reviewed by the Urban Design Review Board and the East Side Alliance. The standards contained in the RFP include the comments and recommendations of these groups. The standards for redevelopment established by the RFP cannot be

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changed or modified after the bidding process begins. The Council will have the right to reject any or all responses.

If the Council selects a developer, the City will then negotiate a contract and final design plans. The proposed schedule for the RFP process is:

<u>Date</u>	<u>Action</u>
06/23/03	Council approval of RFP.
06/24/03	Release of RFP.
07/02/03	Question and answer session for developers.
07/03/02	Question and answer session for developers.
08/04/03	Proposals due no later than 4:00 p.m.
08/05/03	Urban Design Review Board meeting to receive development proposals.
09/02/03	Urban Design Review Board recommendation on proposals.
09/08/03	Council receives and files staff and Urban Design Review Board recommendations and contract documents and sets date of public hearing on approval of contract with the selected developer.
10/20/03	Council holds public hearing and approves contract with the selected developer.

The August 4, 2003 submittal date is a date certain. The other dates may be modified if required to complete required staff review and/or to obtain the review of required committees, boards, and commissions.

The following outline summarizes, in brief, the criteria that will be used by the City to evaluate developer proposals:

*Site/Building Plan (20 points)*

The proposed project's "fit" in the neighborhood and compliance with the guidelines set forth in the RFP; project schedule; likelihood of project triggering future investment on surrounding blocks; project design from a market standpoint and opportunities for public interaction.

*Density (15 points)*

Consideration will be given to proposals that exceed the minimum footprint and the minimum total square footage; that are more than three stories; that contain more than 45 residential units; that contain an affordable housing component; and that contain underground parking.

*Developer Team Qualifications (30 points)*

Financial capability, experience of developer team, ability to market retail space, etc.

*Uses (5 points)*

(The extent to which the intended uses of the project promote downtown growth and have a positive impact on development in the surrounding area)

*Fiscal Impact (30 points)*

The value of net additional property tax revenues.

The RFP will be posted on the Gateway and the City of Des Moines' Office of

Economic Development web sites.

The Urban Design Review Board reviewed the RFP at their regular meeting of June 17, 2003, and voted unanimously to recommend Council approval of the document.