

# 100 North Church Street Development DOWNTOWN MOORESVILLE, NC

## REQUEST FOR QUALIFICATIONS (PHASE I)

### INTRODUCTION



*Main Street in Downtown Mooresville*

The Town of Mooresville has assembled a 2.7 acre site, on the block behind Main Street, in order to attract private investment and grow our vibrant downtown core. This will better serve a Town that has grown from less than 10,000 in population in 1990 to more than 41,000 today. Main Street features historic storefronts filled with restaurants, taprooms, boutique shops and galleries. Mooresville's downtown was largely constructed in the 1920s and was designed for a population of around 6,000 residents. The Town desires to preserve the historic core, while growing the downtown footprint east, toward the Church Street site, and south, toward the former Burlington Mill site which has already been partially redeveloped.

This mixed-use development opportunity is in the center of downtown, nestled between bustling Main Street and the Liberty Park and Mill One at Church Street projects. The Town assembled-and-owned site is ready for redevelopment and is seeking a partner for a privately developed, vertical mixed-use project at the site. The Town is open to a variety of uses, but will require active first floor uses, especially on the Moore Avenue corridor, which serves as a crucial connector between Main Street and the Church Street mixed-use development currently under construction. The Town also desires to construct a publicly owned parking structure on the site, integrated into the interior of the block. The proposed parking structure will serve any new development on the site, as well as The Charles Mack Citizen Center (for special event overflow) and existing Main Street development.

The Town is willing to sell the entire parcel (minus the parking structure site) or parse out the property if viable and if multiple developers have interest in a portion of the property.

**The property is being offered for sale through a two-phase process that is designed to allow the Town to screen potential developers' Request for Qualifications (RFQ) and work in concert with a selected developer or developers on the second phase, which is a formal proposal. Phase I Qualifications are due by April 15, 2020.** Phase II will consist of the development of a proposal that will result in a development agreement for consideration by the Town Board.

Please note that the Town is operating under NC General Statute 160A-458.3 Downtown Development Projects, and that the property must be sold at Fair Market Value (FMV) and with performance requirements. Over time, the Town assemblage of 2.7 acres was at a total cost of \$1,410,413 or roughly \$514,750 per acre. As previously mentioned, the Town intends to retain some area for a parking structure, so FMV will be determined by appraisal(s) based on new parcel configuration(s).



## **PROJECT SUMMARY**

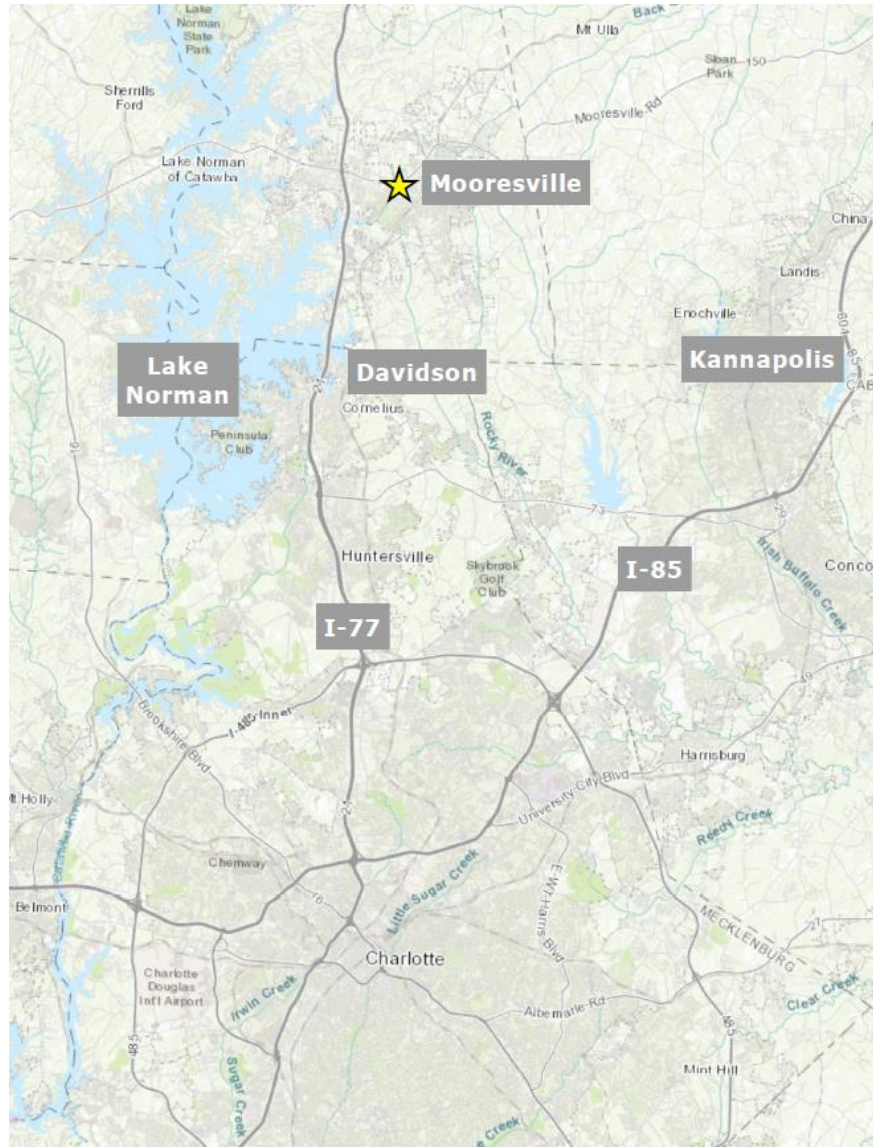
### **VISION**

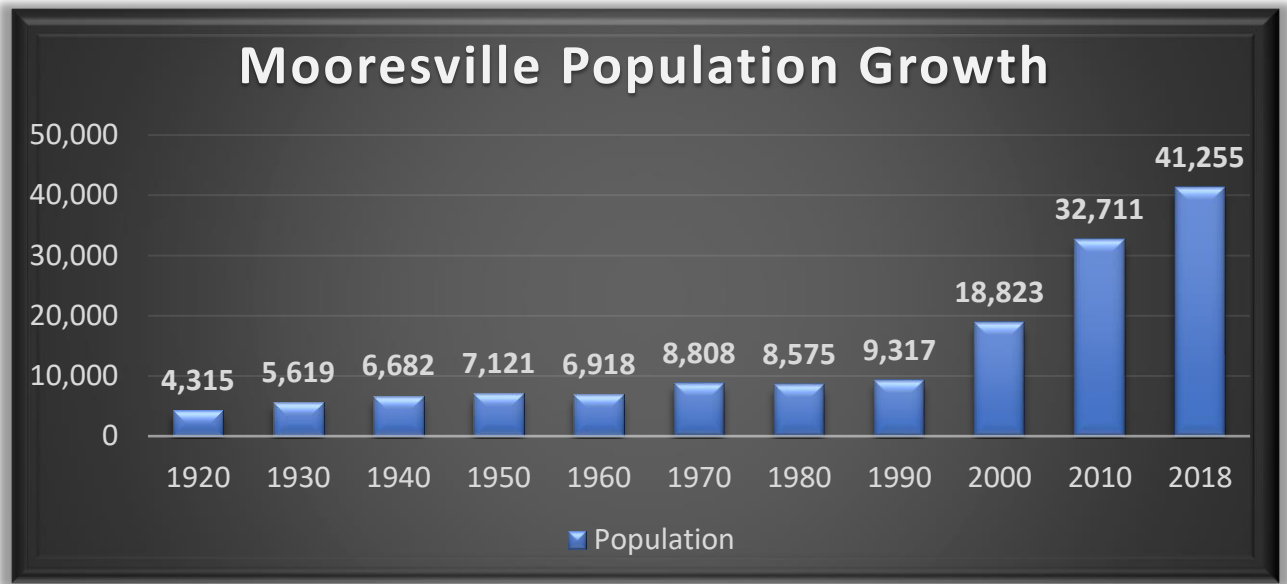
The Town of Mooresville's vision is to provide the most qualified and committed developer(s) the opportunity to purchase a portion or portions of this 2.7-acre parcel. The agreed-upon project will increase year-round activity, foot traffic, employment, vitality, and visual excitement. The development should build upon the significant recent successes already in place to spur further revitalization of downtown Mooresville and help build a viable, thriving area for

residents, commerce and services. Vertical development of up to four stories is permitted.

## LOCATION

The Town of Mooresville is a growing community, located 30 minutes north of Charlotte, and includes portions of Lake Norman with more than 500 miles of shoreline. Interstate I-77, between Mooresville and Charlotte, has an annual average daily traffic rate of 100,000 vehicles, making it one of the most highly trafficked routes in North Carolina. Mooresville, also known as Race City, USA is home to Lowe’s Corporate Headquarters, Corvid (a high-tech Department of Defense contractor), Niagara Bottling, NASCAR Technical Institute (averaging 900 students) and numerous race teams.





Source: 1920-2010 Population data from US Decennial Census. 2018 Population from NC Demographer (OSBM)

Mooresville has experienced significant recent growth and is projected to outpace several of the surrounding communities in the region. In the past decade, Mooresville’s population grew by 74% and is expected to double in the next 20 years. Manufacturing has been a major boon to the local economy and particularly, advanced manufacturing, with companies building and leasing facilities specializing in areas from automotive and aerospace technologies to security solutions. Despite the proximity to Charlotte, Mooresville is a net importer for employment.

<i>Downtown Compatible Market Use</i>	<i>Trade Area</i>	<i>Projection</i>	<i>Capture Rate</i>	<i>Downtown Projection</i>
<b>Residential</b>	Zip Codes 28115 + 28177	1,000 Multi-Family Units	33%	210 to 365 Multi-Family Units
<b>Retail</b>	6-minute drive-time	25,000 SF	70 – 100%	18,000 to 25,000 SF
<b>Office</b>	10-minute drive-time	90,000 SF	16% - 30%	15,000 to 25,000 SF

Source: ESRI Business Analyst Online

The major drivers to the site include The Charles Mack Citizen Center, Mitchell Community College, and Downtown Mooresville as a whole. In addition to steady population, income, and household growth across the market areas, the key age demographic groups of 25-34 and 55+ that would be targeted for a downtown mixed-use project are the fastest growing groups in the residential trade area.

Downtown Mooresville has more than 30 retail and shopping locations, 15 food and beverage options and multiple arts, education and professional businesses. Downtown consists of 11 blocks and more than 546,000 square feet of rental space. The overall occupancy rate is 94%.

In the last five years, Downtown Mooresville has experienced 18 facades redone or restored, 12 building renovations, and more than \$16M in private investment. However, those numbers will increase exponentially with projects currently under way:

- The Town of Mooresville is investing more than \$2.6 million dollars just west of the site, in the renovation and upgrade of Liberty Park. Phase 1 is completed and will be open soon. It features a state-of-the-art band shell, veterans promenade, walking paths, and smart light poles. The veterans promenade is a robust pedestrian entrance, linking Liberty Park with Church Street and Moore Avenue. Phase 2 is currently being planned and will have a splash pad and many other amenities.
- The Mill One at Church Street project has completed demolition and is expected to start construction in spring 2020. This \$18M project is directly across the street from the site and will bring 33,000 square feet of commercial space and 90 market rate apartments. MV2 Investments, LLC are the developers of this project and shared, “This beautifully designed project will tie in the feel of the old mill and will take approximately 18 months to complete. The new businesses that will be located in the project, such as a brew pub, restaurants, and retail, will be sure to bring more excitement and activities into the downtown area, especially as the back deck will overlook the newly renovated Liberty Park and new band shell.”



*Proposed Mill One Project Rendering*



- Broad Street Place will entail a redevelopment of Mooresville’s original ice cream factory. Located on Broad Street at Moore Avenue, two blocks west of the site, this project will create five new retail/restaurant spaces, with access to shops on multiple sides of the building. Parking and outdoor seating will be available at the back of the building. The second floor will be converted into eight one- and two-bedroom loft-style market rate apartments, so those who work in downtown Mooresville, or love the amenities it offers, will now have opportunity to live within walking distance of their favorite spots. Renovation, as well as leasing, has begun and the owners hope to see occupants and tenants in mid-to-late 2020.
- Hominy & Hogg, two blocks southwest, will be Downtown Mooresville’s newest restaurant and the owners (who operate the nearby and very successful Epic Chophouse) describe it as “Southern Living meets Southern Smoke Shack.” Once completed, the restaurant will feature 8,000 square feet of indoor and outdoor space, with event areas, main dining,

private dining, and a bourbon vault and wine room. It is tentatively scheduled to open in the second quarter of 2020.

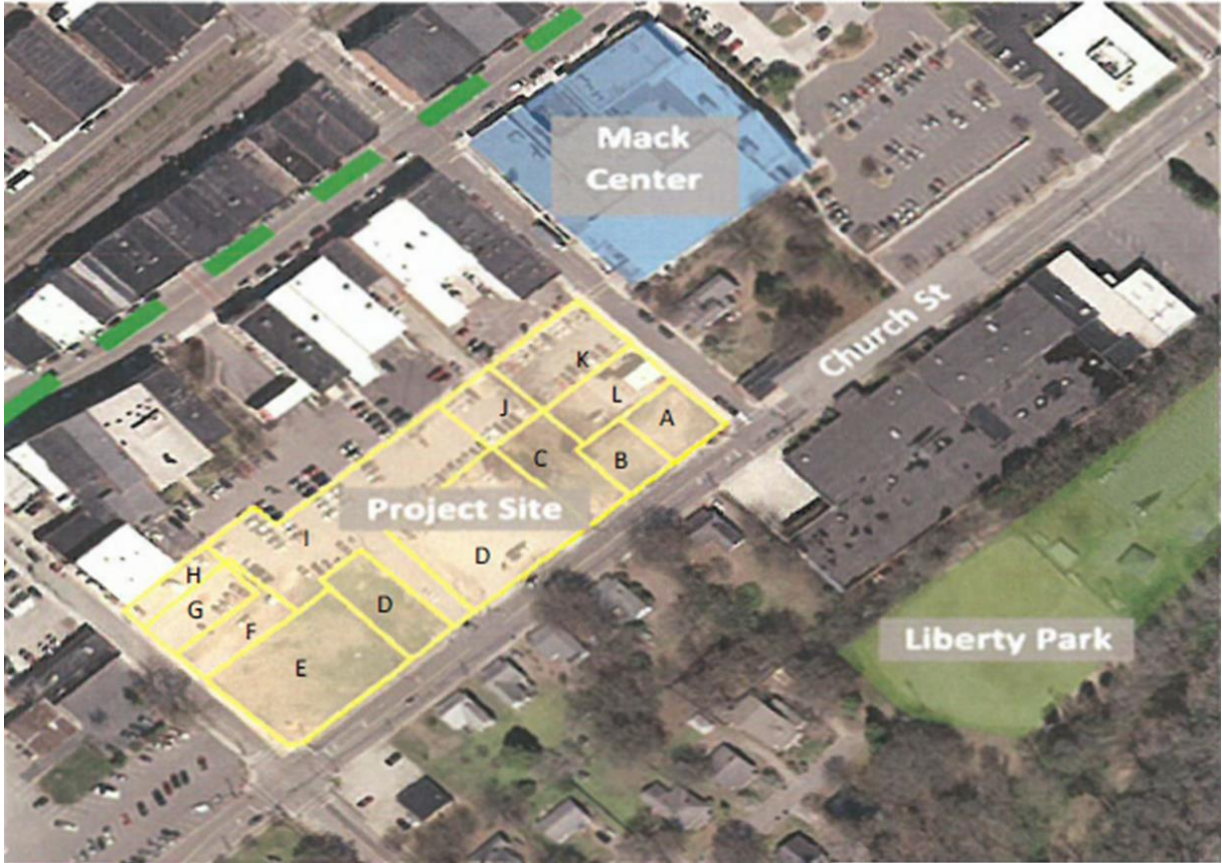
- The Moore Avenue Pedestrian Improvement Project will provide safety and accessibility improvements from Academy Street (which boasts Mitchell Community College, averaging 1,000 students) to Church Street, on the north side of the site. The estimated \$1.4 million dollar investment will not only improve pedestrian safety but also the aesthetics along this corridor.



The development and redevelopment are bolstered by a robust event schedule. The Mooresville Downtown Commission (MDC) organizes and hosts approximately 17 events per year, drawing more than 50,000 people annually. The popular “Music on Main” outdoor concert series, hosted by the Parks and Recreation Department, draw in crowds of several thousand and is expected to grow from a monthly series to a weekly series, once it is moved to Liberty Park (after the park re-

opens in Spring 2020). In addition, other entities host events in Downtown that add an influx of an additional 20,000 attendees.

**PROJECT SITE PARCEL MAP**



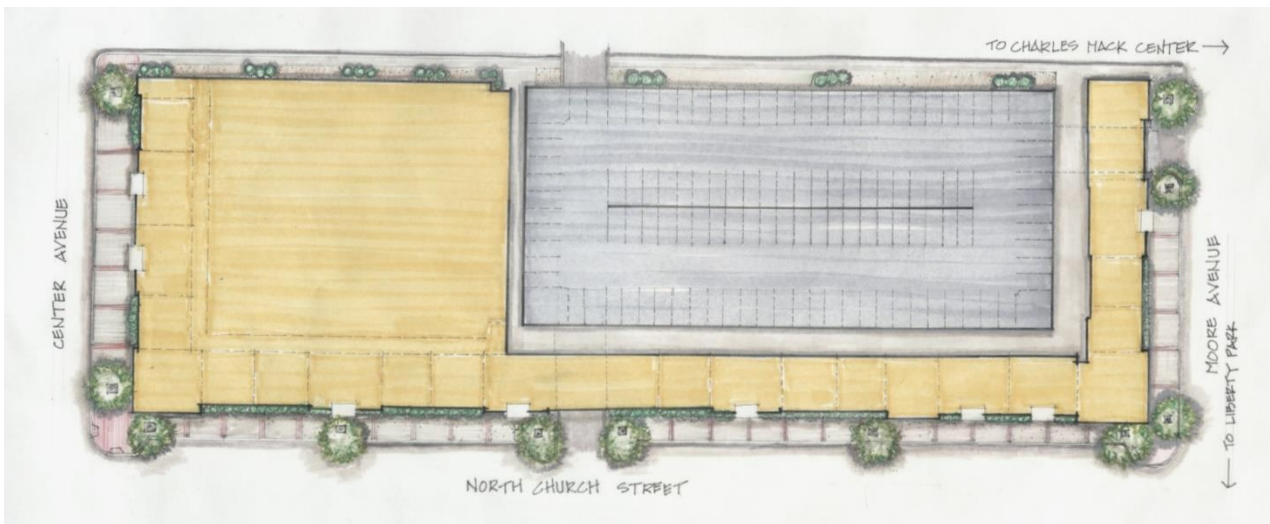
Location on Map	Address	Acres	Purchase Price	PIN
A	182 N. Church St.	0.12	\$175,245.26	4667117931
B	172 N. Church St.	0.093	\$150,663.97	4667116897
C	164 N. Church St.	0.162	\$135,626.23	4667116835
D	N. Church St.	0.61	\$11,500	4667115778
E	E. Center Ave	0.41	\$23,100	4667113680
F	E. Center Ave	0.11	\$271,935.26	4667113659
G	S. Center Ave	0.1	\$51,540.70	4667112688
H	E. Center Ave	0.09	\$51,539.40	4667112770
I	N. Church St.	0.603	\$352,092.86	4667113757
J	Church St.	0.1	\$500	4667115962
K	141 E. Moore Ave	0.188	\$35,000	4667116938
L	151 E. Moore Ave	0.15	\$151,669.97	4667116984
<b>Total</b>		<b>2.74 acres</b>	<b>\$1,410,413.65</b>	



The 2.7-acre site is a full one-block collection of parcels between Center Avenue, Moore Avenue, Main Street and Church Street. It also benefits from adjacency to The Charles Mack Citizen Center, a 60,000 square-foot Conference Center that accommodates events with up to 600 guests and averages approximately 40,000 guests per year.

The site is zoned as “Town Center (TC)” in the Town’s Comprehensive Land Use Plan and is described as a “prime location for adaptive reuse, renovation, and infill development.” One of the guiding principles of this project is to strengthen the connection between Church Street and Main Street and establish a larger downtown core.

The Town has a strong desire to have higher density residential in the Downtown core. The following conceptual rendering offers one idea on how the Town’s development and parking objectives could be met on the site, but the Town is flexible and expects to work with the chosen developer to meet the developer’s needs, as well as the Town’s needs, for parking and a vibrant development.

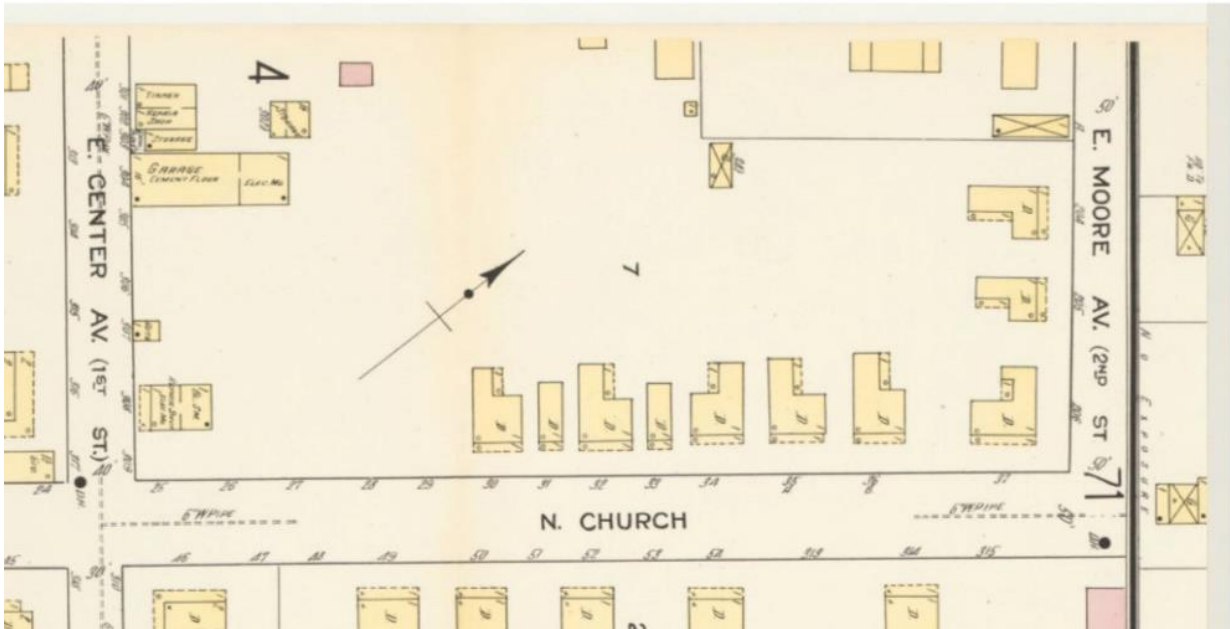


*Development concept demonstrating interior parking deck.*

## **ENVIRONMENTAL**

Parcels A (182 N. Church St.), B (172 N. Church St.), and C (164 N. Church St.) have been the subject of a Phase 1 Environmental Site Assessment. It suggested further assessment on parcels A and C, based on evidence of pipes to possible USTs associated with the residential uses on site.

Per the Sanborn map below, a large area of the site was undeveloped and all but two structures on the site were residential. The E. Center Ave at N. Church St. corner housed a small electric repair shop, and the E. Center Ave portion had what appears to be a building the size of a one-bay garage labeled “auto.” Some additional environmental assessment may be necessary, and such assessment will be performed by the Town in concert with the selected developer(s).



1914 Sanborn Map

## Project Development Timeline

	April 15, 2020
<b>Development Partner(s) Qualifications</b>	
Town Board Selection of Partner	June/July, 2020
Memorandum of Understanding	August, 2020
Schematic Design	December, 2020
Development Agreement	January, 2021

## Submission of Qualifications

### DEVELOPMENT TEAM

Qualified developers must have significant urban mixed-use development experience and a demonstrated ability to develop successful, high quality retail/restaurant, residential, office and/or mixed-use projects. Qualified teams must have experience with the redevelopment of significant properties within a downtown or urban context.

Qualified teams must show they have the financial resources to undertake and successfully complete a project of this budget size and that they are ready, willing, and able to complete the building redevelopment in a reasonable amount of time.

## **SUBMISSION REQUIREMENTS**

Developers shall organize their proposals in the format described below and submit the requested information, in appropriate detail, to allow adequate review and evaluation of qualifications and plans. For confidentiality purposes, send any financial information your team would like to remain confidential under a separate cover. Please see below for Submission Procedures.

### **1. Letter of Introduction**

Include a summary of the respondent's basic qualifications, experience, and reasons for interest in this opportunity. The letter should be signed by a principal or authorized officer for the entity.

### **2. Development Team**

- Identification of partner firms and roles, including co-developers, architects/designers, and general contractor.
- Overview for each firm on the team, including brief history of the firm, experience working with the developer, and the relationship of the firm's parent company with the office responsible for this project, if applicable.
- Identification and resumes of lead staff (principal and project manager) that will be responsible for negotiating a development agreement with the Town and completing the remainder of the pre-construction approval process. Describe the current workload of these lead staff members in terms of location and status of projects.
- Description of key staff from partner firms, including proposed role and prior experience with similar projects.

### **3. Experience and References**

- Provide relevant development experience, particularly in developing mixed-use projects. Provide information on at least three projects and no more than five. Each comparable development should detail the following information listed below:
  - Location and name of project
  - Scope and scale of development program (including residential uses, commercial uses, public uses, and infrastructure improvements, if applicable)
  - Photos/illustrations of completed project
  - Total development budget by use
  - Amounts and sources of debt and equity funds used to finance the project, including governmental sources. Please provide a point of contact for each capital provider for the project.
  - Contact information for a representative of the primary public agency partner in the project

- Developer’s role in and ownership for each project (e.g., fee developer, equity investor, and/or property manager)

#### **4. Financial Capacity**

In a separate attachment, provide evidence of sufficient financial strength to undertake and successfully complete a project of this scale. Also, identify any projects/financing on which the team collectively or individually has defaulted. While the qualifications section of the submittal shall be a public record, **financial information shall be confidential if marked “Confidential Trade Secret.”**

#### **5. Disclosures**

- Disclosure of any potential conflicts of interest that could be relevant to this project in any manner.
- Disclosure of whether the developer or any officer, director, or owner thereof has had any judgments entered against him or her or their company within the past 10 years, including any for the breach of contracts for governmental or nongovernmental construction or development.
- Disclosure of whether the developer has been in substantial noncompliance with the terms and conditions of prior construction contracts with a public body without good cause.
- Disclosure of whether any officer, director, owner, project manager, procurement manager, or chief financial official thereof has been convicted within the past 10 years of a crime related to financial fraud or to governmental or nongovernmental construction or contracting.
- Disclosure of whether any company, officer, director, or owner is currently debarred pursuant to an established debarment procedure from bidding or contracting by any public body, agency of another state, or agency of the federal government.

## **Evaluation Criteria**

The evaluation of developers responding to this solicitation will be undertaken in order to select a partner and plan that is viable, will best serve public interests, and can be completed in a reasonable time frame. Each criterion below is assigned a point value that will be used to grade proposals:

- Qualifications and experience of the development team, with preference given for experience with mixed-use development (specifically the mix of uses in respondent’s plan for the site) and public–private partnerships. **(50 points)**
- Demonstrated ability to secure funding to execute a project of similar scale and complexity in a reasonable timeframe. **(30 points)**
- Financial benefits to Town from the proposed project. **(10 points)**

- List of active development projects and demonstration of current capacity to execute quickly. **(10 points)**

## **Submission Deadline**

**Development Partner proposals are due at 5 p.m. EDT on Wednesday, April 15, 2020. Proposals should be submitted electronically in PDF format to [bfalgout@moorevillenc.gov](mailto:bfalgout@moorevillenc.gov).**

Proposals must be prepared in conformance with the guidelines described under “Submission Requirements.” The e-mail subject must be “Development Partner Proposal: Mooresville, NC.” Proposals received after the deadline will not be considered.

## **Disclaimers**

All responses are subject to public disclosure under the North Carolina Public Records Law. The Town recognizes that respondents may submit financial information that it deems confidential and proprietary in order to comply with the requirements of this solicitation. As previously stated, such information should be a separate attachment marked “Confidential Trade Secret.”

All facts and opinions stated in this solicitation are based on available information and are believed to be accurate. Nevertheless, neither the Town of Mooresville, nor any of their officers, agents, or employees, shall be responsible for the accuracy of any information provided to any respondent as part of this solicitation or vetting process. All respondents are encouraged to independently verify the accuracy of any information provided. The use of any of this information in the preparation of a response to this request is at the sole risk of the respondent.

Those submitting responses to the Solicitation for Development Partners assume all financial costs and risks associated with the submission. No reimbursement or remuneration will be made by the Town to cover the costs of any submittal, whether or not such submittal is selected or utilized.

The Town reserves the right to reject any or all submittals at its sole and absolute discretion and accepts no responsibility for any financial loss by such action.

Any agreements that may be entered into between the developer(s) and the Town, including but not limited to a Development Services Agreement, are subject to approval by the Town’s Board of Commissioners. The Town reserves the right to waive irregularities or informalities in any submittal in the exercise of its sole and absolute discretion.

## Questions

**All questions concerning the procedure for responding to this Solicitation for Qualifications for Development Partners or clarifications of the terms, conditions, and requirements of this RFQ, please contact:**

Beau Falgout, Assistant Town Manager  
[bfalgout@moorevillenc.gov](mailto:bfalgout@moorevillenc.gov)  
704-799-4045