



# University Ridge Development

Pre-Submission Conference

**Greenville County Square**  
**February 9, 2017**



# 37.4± Acres on University Ridge in Downtown Greenville, SC

- ▶ Seeking a qualified real estate development team to strategically acquire, demolish, and redevelop Greenville County's University Ridge Campus
  - Phase I. Responding to the Request for Development Proposals
  - Phase II. Top candidates based upon the selection criteria put forth in Phase I will be invited back to present all aspects of their development proposals to the County
- ▶ Allow for the replacement of a Class-A County administrative office facility prior to demolishing the current structure
- ▶ Develop the remainder of the site to increase economic development investment and enhance functionality within the vibrant downtown urban setting



# Development Highlights

- **High Quality Development and Management**
- **Intensive, High Density Urban Land-Usage**
- **Aesthetically Striking and Appealing Urban Building, Hardscape, and Landscape Design**
- **Thoughtful Consideration for the Replacement of a County Administrative Office Facility**
- **Connectivity to Downtown Greenville, Adjacent Parks, Trails and Surrounding Properties**
- **Distinct Sense of Place, Including Walkability, Greenspace and Public Gathering Spaces**
- **Adequate Parking and Vehicular and Pedestrian Traffic Circulation**
- **Significant Positive Community Impact**





## Greenville County, South Carolina

Largest and most populous county in the State

790 square miles

Just under 500,000 current residents

Forecasted to grow to 655,000 residents over the next two decades

Highest retail sales in the State

Growth rates have averaged more than 2.1 percent per year since 2000

### **“The Downtown Land Rush” by David Dykes in *Upstate Business Journal*, February 2, 2017**

301 projects under construction, completed or planned in or near downtown as of January 18, 2017

Significant growth in the Central Business District (CBD) office rental space compared to the 4<sup>th</sup> Quarter, 2015:

- Average asking rental rate has increased 5.9%
- Class A asking rental rate has increased 7.7%
- Vacancy rates have decreased 14.4%





University Ridge Property

**301 University Ridge (Parcel A)  
County Square**  
- Acreage: 30.443  
- Building Square Feet: 289,800  
- Parking Spaces: 1565

**Family Court**  
- Building Square Feet: 32,000

**302 University Ridge (Parcel B)  
Health Dept.**  
- Acreage: 3.719  
- Building Square Feet: 77,344  
- Parking Spaces: 162

**300 University Ridge (Parcel C)**  
- Acreage: 3.347  
- Building Square Feet: 48,596  
- Parking Spaces: 225

# University Ridge Campus

## 301 University Ridge

- Acreage: 30.443
- Parking Spaces: 1,565

## County Square

- Building Square Feet: 289,800

## Family Court

- Building Square Feet: 32,000

## 302 University Ridge Health Department

- Acreage: 3.719
- Building Square Feet: 77,344
- Parking Spaces: 162

## 300 University Ridge

- Acreage: 3.347
- Building Square Feet: 48,596
- Parking Spaces: 225

Parcel	Mailing Address	Tax Map ID	Land-Use
A	301 University Ridge	0069000300300	421 Office General
		0069000300301	6800 Commercial Vacant
		0069000300303	332 Automotive Service Center
B	302 University Ridge	0091010200100	421 Office General
		0091010700100	1180 Residential Vacant
		0091010700200	371 Parking Lot
C	300 University Ridge	0091010100100	421 Office General





# Introductory Statement

## ▶ Letter of Transmittal

- Attest to the accuracy of the response
- Provide the name of the individual authorized to execute binding legal documents and the master developer's contact information
- Synopsis of the team's understanding of the project goals
- Summary of development approach

## ▶ Signature Page

- Original signature of the responder's representative
- Responder name, address, phone, fax and email

## ▶ Content of Responses

# Work Plan

- ▶ Demonstrate a clear understanding of the County's goals and the comprehensive project
  - ▶ Demonstrate innovative, creative thinking put forth in the redevelopment design
  - ▶ Identify a schedule and deliverables to match the scope of work identified in the proposal
- 
- A. Site Development and Management Plan**
  - B. Detailed Proposal of Location and Design Elements for a New County Administrative Offices Facility**
  - C. Preliminary Traffic Impact Analysis**
  - D. Preliminary Sewer, Stormwater, and Utilities Impact Analysis**
  - E. Project Design and Construction Schedule**
  - F. Demonstration of Expected Community Impact of the Proposed Development Project**
  - G. Detailed Key Stakeholder Communication Plan and a Public Communication Plan**



# Site Development and Management Plan

- ▶ Site development plan for 301 University Ridge (Parcel A)  
Acquisition, demolition, and redevelopment
  - Highest and best use
  - Mixed-use and urban design plans
  - Market-based demand research
  - Predicted infrastructure improvements
  - Use and impact analysis for current and likely future County operations
  - Could include 302 and/or 300 University Ridge
  
- ▶ County's preference is to convey the entirety of the property to a single development team or owner
  
- ▶ Timing and scheduling of the real estate transaction may be flexible

## ▶ Scope of Work

# Site Development: Design Expectations

- ▶ Create a sense of place fitting with the booming downtown
- ▶ Add architectural visual excitement to the area
- ▶ Add appropriate vehicular and pedestrian connections to the following:
  - West End
  - Church Street
  - Augusta Street
  - Falls Park
  - GHS Swamp Rabbit Trail
  - South Carolina Governor's School for the Arts and Humanities
- ▶ Include ample greenspace
- ▶ Preserve and enhance the city's current walkability
- ▶ Enhance the connection to 302 and 300 University Ridge
  - Possibility to use the existing street or the area comprised of the street

## ▶ Scope of Work

# Site Development: Elements of a Design Plan

- ▶ Design
- ▶ Financing
- ▶ Construction/Demolition
- ▶ Marketing
- ▶ Leasing
- ▶ Management

# Site Development: Design and Planning Approach

Demonstrate the ability and approach to accomplish the following:

- ▶ Creatively develop architectural planning and design
- ▶ Evaluate building and structural systems and mechanical and electrical systems necessary to accomplish the project
- ▶ Implement and interpret the preliminary master plan into a final design program
- ▶ Lead and deliver design studies and other information in a timely manner
  - Method for design
  - Administrative quality control
- ▶ Develop a team structure that functions well internally and with the County administrative team

# Site Development: Details of a Management Approach

- ▶ Provide specific methods and techniques to implement the schematic and design development of the project
- ▶ Maintain the necessary manpower and resources to complete the project in a timely manner
  - Examples of deliverables should include but not be limited to:
    - ▶ Conceptual sketches
    - ▶ Renderings
    - ▶ Detailing
    - ▶ Cross sections and perspectives
  - Include concepts and elevations that address aesthetics and compatibility to the area

# Site Development: Area Considerations

- ▶ 2002 Neighborhood Area Plan for Haynie-Sirrine
- ▶ 2008 Downtown Master Plan Update
- ▶ Impact upon existing adjacent residential areas
- ▶ Impact upon the South Carolina Governor's School for the Arts and Humanities
- ▶ The City of Greenville's plans for a healthy and vibrant downtown area
- ▶ Maximize vehicular and pedestrian traffic flow capacity, including street connectivity and internal access

## ▶ Scope of Work

# Location and Design Elements for a New County Administrative Offices Facility

- ▶ Class A Business Space within the University Ridge campus
- ▶ 250,000 square foot facility
- ▶ Parking structure(s) with approximately 1,000 parking spaces
- ▶ County will own the administrative building at a minimum and possibly the parking structure(s)
  - Option to build to suit or structure a land sale to preserve County's land needs
  - Plans and timelines for the financing and constructing a new County facility
    - ▶ Carrying costs of the phased demolition
    - ▶ Construction plan
- ▶ Describe any and all consideration for value engineering, constructability review and project scheduling

## ▶ Scope of Work

# Alternate Proposal for the Location of Greenville County Administrative Offices

- ▶ County prefers to be located on the University Ridge Campus
- ▶ May consider an alternate proposal which moves the County administrative offices to another location within the City of Greenville
  - Attach at the end of the applicant’s response and label “**Alternate Proposal for the Location of Greenville County Administrative Offices**”
  - Must be in the City of Greenville, the County seat
  - Must be near other major County facilities
    - ▶ Courthouse
    - ▶ Law Enforcement Center
  - Must be centrally located within the County
  - Must be accessible to public transportation

## ▶ Scope of Work



# Preliminary Impact Analyses

## Traffic Analysis

- ▶ Preliminary assessment of the expected traffic impact internal and external to the site
- ▶ Planned connections to multi-modal traffic options
- ▶ Include the following:
  - Church Street
  - Howe Street
  - University/Howe/Harris intersection
  - Harris and Augusta Street intersection

## Sewer, Stormwater & Utilities

- ▶ Stormwater plan
  - Include consideration for incorporating green infrastructure elements
- ▶ Stormwater plan and detention pond
  - Appropriate size, location, function, and integration of open space
- ▶ Sewer
  - All 8" lines, mostly clay, some pvc
  - Tie and drain to a ReWa trunk line
- ▶ Utilities
  - Including but not limited to sustainability, electricity, fire, and water access

# Project Design & Construction Schedule

- ▶ Project site plan development completion timelines
  - Infrastructure, building structures, and parking improvements
- ▶ Anticipated cost of infrastructure
  - Utilities, streets, parks, open spaces, etc.
  - On and/or off-site by phase
  - Spending on infrastructure improvements relative to the availability of developable land
- ▶ Reflect the County's need to maintain operations and citizen services at the University Ridge campus
  - Parking capacity for County operations throughout the project

## ▶ Scope of Work

# Demonstration of Expected Community Impact

- ▶ Significant investment in and enhancement of the community
  - Fiscal investment
  - Addition of public and greenspace access
  - Expected job production
  - Destination trips
  - Tax revenue generation
  - Enhanced vehicular and pedestrian connections to the surrounding areas and destinations
- ▶ A preliminary development proforma to test feasibility alternatives and return on investment

# Stakeholder and Public Communication Plan

- ▶ Include a strategy for public communications that works with County communications

# Developer Feasibility Study

- ▶ Provide the methodology and feasibility of the development plan
  - Market Analyses
  - Proforma--job and revenue generation
- ▶ Identify the research to be conducted for the following:
  - Highest and best use for the property
  - Proposed location of a new County administrative offices facility
  - Development for the remaining urban area

# Alternative Financing Models

Identify financing models that support a fiscally sound and feasible development project within the proposed timeline

- ▶ Specific methodology for costing and financing options
- ▶ Creative thinking for financing options
- ▶ Demonstrated capacity to complete the project within the proposed timeframe

# Qualifications

- ▶ Minimum of three (3) examples, including references of projects similar in size and scope completed on time and within budget
  - Client
  - Project location
  - Original construction budget & final construction cost
  - Projected construction duration & actual construction duration
  - Members of the responding development team responsible for each project.
  - Evidence of continued quality management and success of developments post construction is preferred
- ▶ Teams should be comprised of a master developer and all inclusive disciplines necessary for a mixed-use intensive project, including but not limited to the following:
  - Economic market research
  - Architecture
  - Urban design
  - Engineering
  - Real estate developing expertise
- ▶ Joint venture teams should identify all parties (including sub-contractors)
  - Identify the role of each organization
  - Identify the project lead for the team
- ▶ Resumes and examples of similar work should demonstrate capabilities to execute the proposed project on time and within budget

## ▶ Content of Responses

# Capability and Capacity

- ▶ Statement from the development team confirming the ability to successfully undertake the project within projected deadlines
  - Must be able to secure intended development commitments
  - Demonstrate the team's financial capacity to undertake the proposed real estate acquisition, development transaction(s), and timeline



# Public/Private Partnership

- ▶ Detail the level of development intensity and anticipated public investment requisite of the site plan
- ▶ Intensity of development and investment may result in the County's utilization of tax incentives to participate with some of the necessary public infrastructure improvements

# Requirements of Greenville County

- ▶ Detail any anticipated requirements of Greenville County, such as:
  - Data
  - Research
  - Mapping
  - Other
  
- ▶ Greenville County will provide good marketable title, free and clear of all liens and encumbrances for any negotiated land sales

# Evaluation Criteria

- ▶ Vision for the property
- ▶ Ability to meet the performance requirements of this proposal
- ▶ The most comprehensive, competitive, and best value solution for the County based on the following criteria:
  - Responsiveness to the proposal, the outlined scope of work and intensity of the site development
  - Overall strength of the proposals put forth in detailed planning
  - Approach and understanding of the objective: quality and applicability
  - Ability, capacity, skill, reputation, and expertise of the firm and staff team to perform the services required
  - Experience and references
  - Time frame
  - Best value to Greenville County



# Anticipated Project Schedule

**January 24-** Advertise Proposal

**February 9-** Pre-Submission Conference

**February 16-** Deadline to Submit All Questions

**February 24-** Responses to All Submitted Questions Posted

**April 6-** Responses Due

**April 27-** Evaluation of Responses

**May 25-** Top Candidate Presentations

**June 1-** Award



# Response Instructions

- ▶ Include six (6) printed, bound copies, one (1) unbound original with original signatures, and one (1) electronic copy.
- ▶ All responses are considered to be valid for six (6) months from proposal due date.
- ▶ Submit all questions in writing to **development@greenvillecounty.org** by February 16 at 3:00 pm EST.
- ▶ All questions will be collected and issued in one document on **www.UniversityRidgeDevelopment.org** by February 24 at 3:00 pm EST.
- ▶ A pre-submission conference for questions and a tour of the property will be held at 301 University Ridge, Suite 400 on February 9 at 2:30 p.m. Attendance at this conference is optional.
- ▶ Sealed responses should be received by mail by 3:00 pm EST on **April 6, 2017**. Late proposals will not be accepted. Mail to:
  - University Ridge Development*
  - 301 University Ridge, Suite 2400*
  - Greenville, SC 29601*
- ▶ For a complete list of all terms and conditions, please refer to Attachment B -- Terms and Conditions.
- ▶ Any addenda posted to this proposal will be available at **www.UniversityRidgeDevelopment.org**.



