



REQUEST FOR PROPOSAL

for the acquisition and redevelopment of the

ASSOCIATION BUILDING

Issued:

JUNE 2, 2014

Pre-submission meeting and tour:

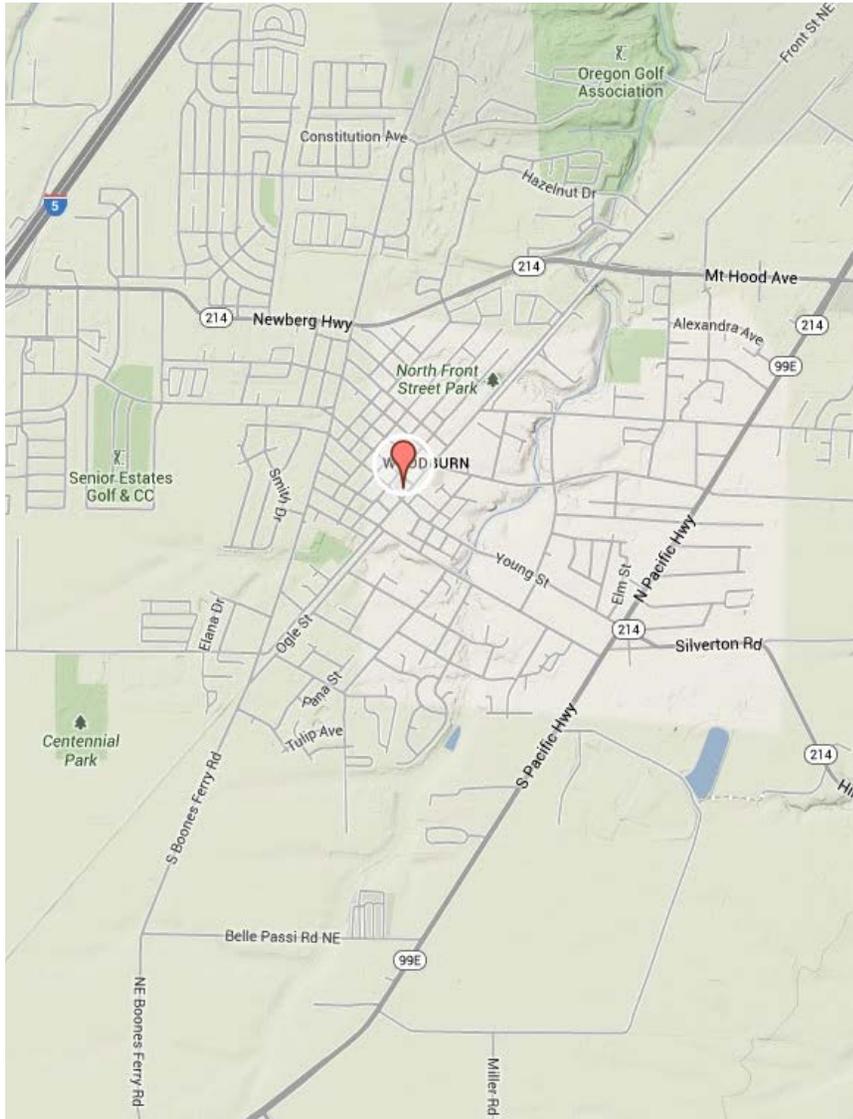
JULY 9, 2014: 1:00 PM - 4:00 PM

Proposals due:

AUGUST 20, 2014 at 5:00 PM (PACIFIC TIME)



1. Executive Summary



Google Maps image of Woodburn and Association Building

Through this Request for Proposal (RFP), the Woodburn Urban Renewal Agency (Agency) is seeking proposals for the acquisition and redevelopment of the Association Building (the Property). The Property is owned by the City of Woodburn, and is located at 347 N. Front Street in Woodburn's historic downtown and urban renewal area.

The Agency is committed to the successful redevelopment of the Property and is offering a range of possible incentives, including grants, loans, and sale or donation of the Property.

Those interested in submitting a proposal should address the general requirements outlined in this RFP. Responses – by email – are due no later than **August 20, 2014 at 5:00PM** and should be addressed to:

Jim Hendryx
Economic and Development Services Director
270 Montgomery Street
Woodburn, OR 97071
Phone: 503-980-2445
E-mail: jim.hendryx@ci.woodburn.or.us

The City of Woodburn anticipates entering into agreements with the selected respondent, outlining in detail the terms and conditions for conveyance and redevelopment of the Property.

2. About the Woodburn Urban Renewal Agency

Created in 2001, the Woodburn Urban Renewal Agency has been a driving force in downtown revitalization. The vision for downtown Woodburn is to be a thriving, safe, and vital center of the community that projects a positive image of prosperity and progress.

Over the years, the Agency has played a key role in revitalizing downtown's most important landmarks, including the Downtown Plaza, Front Street, Locomotive Park, and the rehabilitation of many privately-owned, historic properties, through the use of the Urban Renewal Grant and Loan Program. The Agency will consider incentives for the Association Building, provided the use furthers the vitality of the downtown.

The City of Woodburn adopted the "[Woodburn Urban Renewal Plan](#)" (Plan) in 2001 to establish and guide downtown revitalization efforts. The first goal in the Plan is to promote private development, redevelopment, and rehabilitation with the urban renewal area to help create jobs, tax revenues, and a self-sustaining, vibrant commercial district.



Association Building on N. Front Street



Association Building on N. Front Street

3. Woodburn, OR

Woodburn is ideally situated within the Willamette Valley between I-5 and Highway 99. The City is within a 45 minute drive from Salem, the state capitol, and from Portland, Oregon’s largest city. The 2010 census listed Woodburn’s population as 24,090, with 7,545 households, and 5,375 families residing in the City. Woodburn’s population is younger and more diverse than the state average, with a median age of 32 and a Latino population of 59%.

Woodburn Premium Outlets, located at the northwest edge of the City, is the one of Oregon’s top tourist destinations, attracting approximately 4.5 million visitors a year. Other area attractions include the Woodburn Dragstrip, award-winning nurseries, the OGA Golf Course, and events such as the Tulip Festival, Woodburn Fiesta Mexicana, and Oktoberfest.

Downtown Woodburn is the location of the original town site for the community, laid out on a ninety degree grid, with streets running parallel or perpendicular to the Southern Pacific railroad tracks. The area contains some of oldest and most historic sites in Woodburn, such as the old City Hall, the Settlemier House, and the Association Building.

Approximately 66% of Woodburn residents live within a one mile radius of the Association Building. The downtown is the heart of the community and reflects Woodburn’s rich multi-cultural history and traditions. Woodburn is renowned for its unique Mexican shopping and dining experience. The downtown has a small-town feel with a thriving array of shops, restaurants, parks, and services. City Hall, Chemeketa Community College, Pacific University, Woodburn Public Library, and the Woodburn Aquatic Center are all located within walking distance of the Property.

The City of Woodburn adopted the “[Woodburn Downtown Development Plan Update](#)” in 2008 to further establish a set of priorities to guide downtown development. One component of the plan is the redevelopment of City-owned properties, such as the Association Building, to send a strong positive message to the community that concrete action is being taken to revitalize and invest in downtown.



Aerial Map of Association Building

4. About the Property

The Association Building, built in 1891, is a two-story structure of approximately 9,557 square feet. It has two party walls and two exterior façades: one facing Woodburn's Downtown Plaza and the other facing Front Street and the railroad tracks. The building was originally owned and built by Woodburn founder J.H. Settlemier and holds an important place in the history of Woodburn. While the building is locally significant, it is not listed on any historic registry.

In 1993, an earthquake heavily damaged the original building. To save the Property from demolition, the City of Woodburn acquired the Property in 2000 and invested \$850,000 to stabilize the structure for fire, life and safety, and rebuilt the façades. This was a necessary step at that time to prepare the building for a new use or occupancy. Currently, the Property is an unoccupiable shell with approximately 85% of the seismic upgrades complete.

The City's improvement project did not address the interior of the building. Existing conditions lack finished walls, floors, stairs, elevator, plumbing, sprinkler system, utilities, electrical, roof repairs, atrium, and mandatory ADA and energy code requirements.

The full Existing Building Assessment Report, with a complete existing conditions analysis and other documentation can be found in the [Association Building Feasibility Study](#).



Interior of Building



Association Building Facing N. Front Street

5. Development Objectives

In making the Property available for redevelopment, the Urban Renewal Agency anticipates advancing the following development objectives:

Building Attributes: To make advantageous use of the prominent location along North Front Street and the Downtown Plaza, by providing active street-level uses that generate positive economic activity and enhance vibrancy downtown

District Uses and Identity: To provide primary uses that enhance the downtown's 24/7 vitality and contribute to the diversity that makes the downtown desirable and attractive

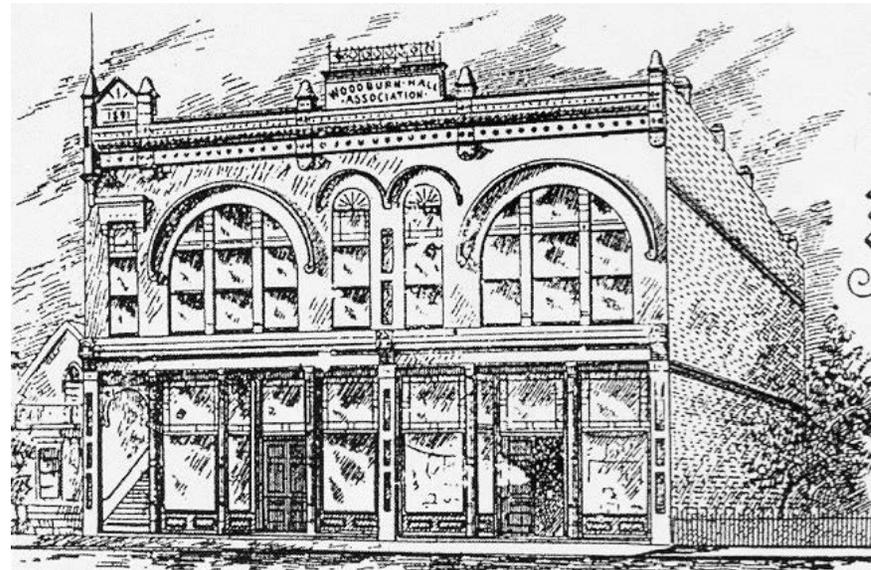
Benefit to the Community: To provide uses that benefit the downtown and community as a whole

Financial Objective: To minimize the need for the Agency's financial assistance and maximize downtown investment

Timely Completion: Prompt completion of any proposed project



Intersection of N. Front Street and Garfield Street



Historic Image of Association Building (1891)

6. Development Incentives

The Agency is open to any reasonable offer to further the development of the Property. Incentives may include:

Grants: Matching and non-matching grants may be funded to finalize renovation of the building.

Loans: Low and no-interest loans may be available for redevelopment and business start-up costs. In addition, forgivable loans may be available to encourage long-term viability of a business or other activity in the new building.

Sale of Property: Selling the Property at a reduced rate to facilitate redevelopment is a possibility.

Donation of Property: Donating the Property for a development that meets all Agency objectives is another possible incentive.

Other Assistance: Providing in-house and contract assistance for various marketing and business development activities may be an option.



Mother's Day in the Downtown Plaza (2013)



Association Building Facing the Downtown Plaza

7. Pre-Submission Meeting and Tour

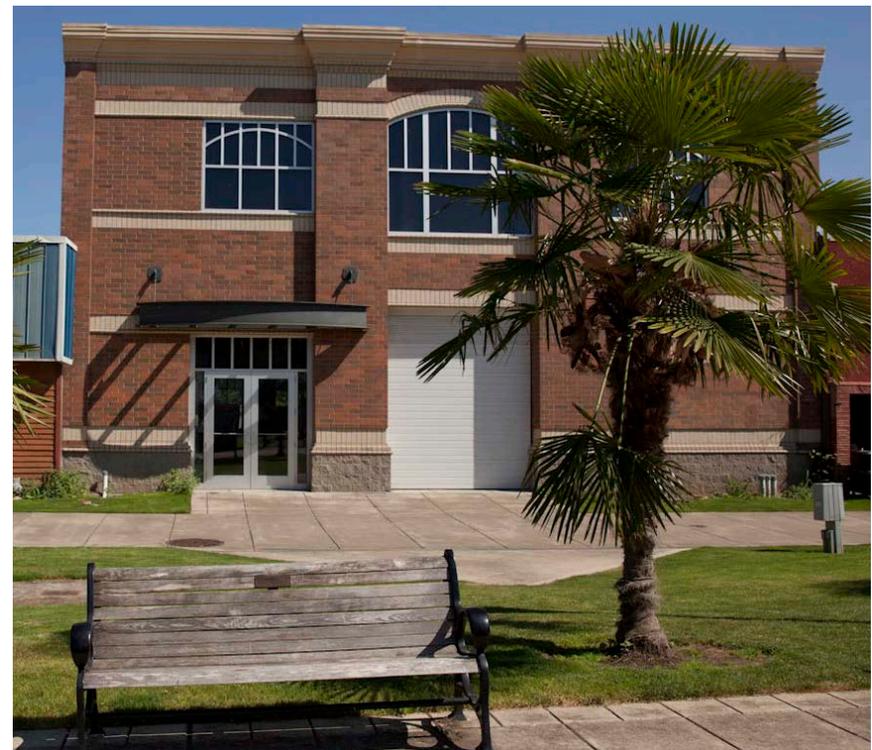
Interested parties are invited to participate in a pre-submission meeting and tour of the Property conducted by the City. During the meeting and tour, participants will be provided the opportunity to walk through and inspect the condition of the building and ask questions. The pre-submission meeting will take place at the following time and location:

Date: Wednesday July 9, 2014
Time: 1:00 p.m. – 4:00 p.m.
Location: Woodburn City Hall
270 Montgomery Street
Woodburn, OR 97071

After an initial orientation at City Hall, the group of participants will walk the three blocks to the Association Building for the on-site tour.



Downtown Plaza



Association Building Facing the Downtown Plaza

8. Submission Requirements

The following should be included in the proposal:

- A. Proposed project:
 - Proposed use(s) by type/units/size
 - Description of the project, including vision, goals, major design elements, and urban design approach
 - Narrative describing how the proposed use(s) advances the Development Objectives described above, how it is consistent with zoning regulations, and how it enhances and complements the downtown
 - Incentives that would be necessary to forward the proposal
 - Partnerships established to complete the proposal
 - Preliminary concept plan
 - Any identified constraints or challenges
- B. Summary of development team capability and financial capacity, including completion of the Statement of Developer Qualifications and Financial Capability
- C. Preliminary project development budget, financial structure, and financial return pro forma, including project sources and uses, proposed terms for acquiring the Property, anticipated Agency financial assistance (if any), and projected value of completed project
- D. Description of project's ownership and financial structure
- E. Identification of pre-development needs and costs, and an understanding of due diligence needs

- F. Preliminary project schedule and key milestones, including closing, commencement of construction, and project completion
- G. Approach to advancing sustainable, energy-efficient design

Submittal Instructions, Requests for Clarification and Changes to the RFP

In an effort to reduce the amount of paper used in this RFP process, all responses must be submitted by e-mail. Responses should be in either Adobe Acrobat (.pdf) or Microsoft Word (.doc) format and be submitted to:

Jim Hendryx
Economic and Development Services Director
270 Montgomery Street
Woodburn, OR 97071
Phone: 503-980-2445
E-mail: jim.hendryx@ci.woodburn.or.us

The Agency has not set a specified page limit for responses; however, we expect to receive responses that are thorough, but also concise and to the point, without unnecessary content.

Questions about any matter contained in this RFP should be emailed no later than ten (10) business days prior to the deadline of this RFP. All material changes or clarification of any matter contained in this RFP will be posted to the City of Woodburn website and sent directly to the pool of potential respondents who have registered to receive such updates.

9. Evaluation Criteria and Selection

All complete and responsive proposals will be evaluated by an evaluation committee. The evaluation will be based on the information submitted, as well as any related information that the Agency may need or request in analyzing or verifying information submitted in the proposal. The following Evaluation Criteria may be used to evaluate the proposals:

- A. Development Program and Design
 - a. Proposed development advances the Agency's development objectives
 - b. Proposed use is consistent with zoning regulations and Downtown Development Plan
 - c. Proposed use enhances the downtown and community as a whole
- B. Development Team Capability
 - a. Demonstrates successful experience on projects similar in scope and type to proposed project, including projects with public/private development relationship
 - b. Completeness of concept plan, budget, and schedule demonstrates a high level of interest in the Property
 - c. Necessary incentives required by the Agency to further the proposal
 - d. Established partnerships with other entities necessary to complete the project
- C. Business Terms
 - a. Proposed project is financially feasible and minimizes the Agency's financial assistance

- b. Proposed purchase price and schedule for Property conveyance and project completion
- c. Proposed terms maximize the long-term value and public benefits derived from redevelopment of the Property

This RFP may lead to one of the following outcomes:

- Direct negotiations for the sale and redevelopment of the Property through a Memorandum of Understanding, Purchase and Sale Agreement, or Disposition and Development Agreement with a developer or partner selected as part of this RFP
- A request for additional information from one or more RFP respondents, including potential interviews
- Cancellation of this RFP without the selection of a development team

The Agency expects the evaluation of submittals will be completed by the end of September, 2014.

10. Terms of this RFP

This RFP is not a request for competitive proposals and is not subject to the Oregon Public Contracting Code (ORS 279). This RFP in no way obligates The City of Woodburn to enter into a relationship with any entity that responds to this RFP, or limits or restricts the City's right to enter into a relationship with an entity that does not respond to this RFP. In its sole discretion, the City may pursue discussions with one or more entities responding to this RFP, or none at all. The City further reserves the right, in its sole discretion, to cancel this RFP at any time, and for any reason. To the extent that the City elects to enter into a relationship with an entity regarding a development proposal, such entity shall be required to comply with the City of Woodburn policies in connection any work undertaken on such proposal.

Information provided to the City of Woodburn in response to this RFP will become the property of the City, and will be subject to public inspection in accordance with the Oregon Public Records Law, ORS 192.410, et seq. If an entity responding to this RFP believes that a specific portion of its response constitutes a "trade secret" under Oregon Public Records Law (ORS 192.501.2) and is, therefore, exempt from disclosure, the entity must clearly identify that specific information as a "trade secret." Identification of information as a "trade secret" does not necessarily mean that the information will be exempt from disclosure. The City will make that determination based on the nature of the information and the requirements of the Oregon Public Records Law.

The City of Woodburn is self-represented for this transaction and will not be paying any third party brokerage fees.

The City of Woodburn accepts no responsibility or obligation to pay any costs incurred by any potential or eventual proposer in the preparation or submission of a proposal, or in complying with any subsequent request by the City for information, or participation throughout the evaluation process.