

# **REQUEST FOR PROPOSALS**

## **Town Center Mixed-Use Development**

THE FOLLOWING PROPERTY IS BEING OFFERED FOR DEVELOPMENT PROPOSALS BY THE  
TOWN OF FLETCHER, NC

For town-owned parcels on Hendersonville Rd. (NC Highway 25), E. Fanning Bridge & Old Cane  
Creek Roads, Fletcher (Henderson County), NC

**Letter of Interest due: June 15, 2020**

**Questions regarding proposal due: June 30, 2020**

**Proposals Due: September 30, 2020**

The Town of Fletcher requests  
proposals from experienced developers to design and build  
a mixed-use neighborhood on approximately 49 acres.

**Site A:  $\pm$ 5 acres for Town Center Mixed-Use Development**

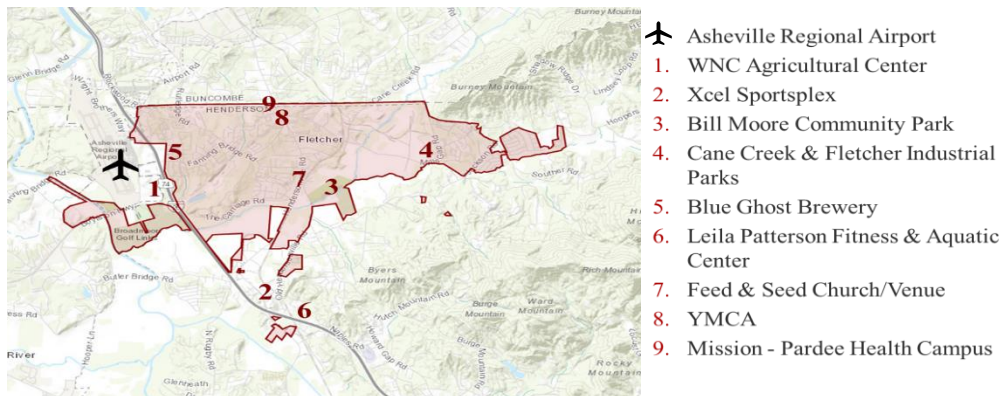
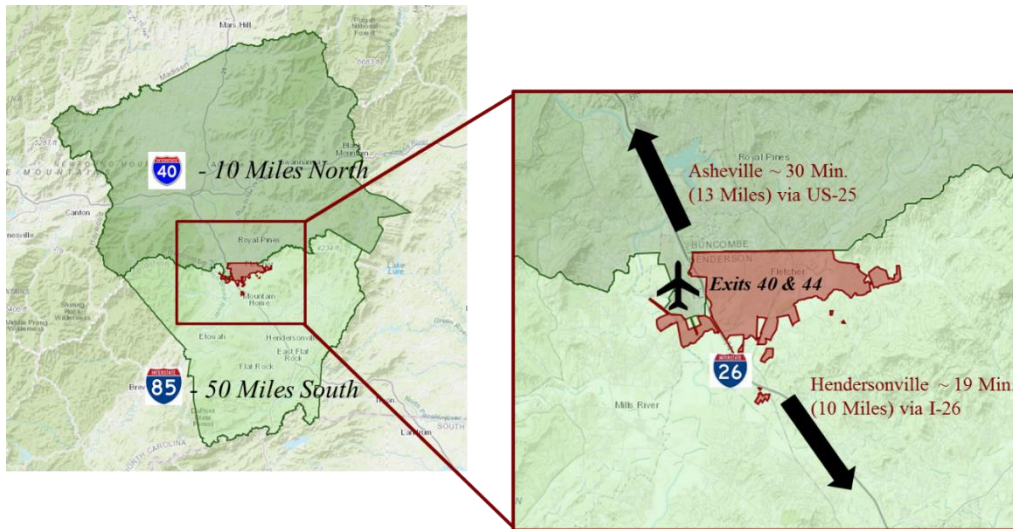
**Site B:  $\pm$ 44 acres for Employment, Institutional and/or Housing Development**



DEVELOPMENT PROPOSALS: The property was acquired by the Town of Fletcher for downtown development under the authority of NCGS 160A-458.3, and is being offered for development proposals, as outlined herein. *THE PROPERTY WILL BE SOLD TO THE SELECTED DEVELOPER IN ACCORDANCE WITH NC GENERAL STATUTES CHAPTER 160A-458.3.*

## PROJECT DESCRIPTION

**LOCATION:** Fletcher is located within the mountain region in Henderson County, NC, between the Cities of Asheville and Hendersonville, NC. The parcels are located within the “Heart of Fletcher” in and around the town’s municipal center which includes the Town Hall and Police Station and adjacent to the Bill Moore Community Park.



**LAND AREA:** ±49 total acres for Sites A and B, to include any/all easements of record (per survey enclosed). Proposals will be considered for either or both sites, in accordance with the terms and conditions set forth in this proposal, with may be revised, amended, or withdrawn at any time.

The Town of Fletcher desires a mixed-use neighborhood to include a vibrant town center and surrounding neighborhoods adjacent to Bill Moore Community Park. The town’s planning principles suggest that development should be based on traditional urban design, to include compact, walkable development with community open space. We encourage neighborhoods and commercial areas to be integrated within the existing fabric of the town.

## EXISTING IMPROVEMENTS AND CONDITIONS

PREVIOUS PLANS: The “Heart of Fletcher Master Plan” provides a guide for development, however, developers are encouraged to create a plan proposal that is market driven, consistent with the Town’s vision and planning principles and will create a vibrant town center. The details of the plan are found here:

[https://www.fletchernc.org/wp-content/uploads/2016/08/HOF\\_WRCP\\_MasterPlan\\_2013update.pdf](https://www.fletchernc.org/wp-content/uploads/2016/08/HOF_WRCP_MasterPlan_2013update.pdf)

LAND USE PLAN: The Town of Fletcher updated its Land Use Plan in 2018, to include the Heart of Fletcher Overlay Districts. The updated plan can be found here:

[https://www.fletchernc.org/wp-content/uploads/2018/11/LandUsePlan\\_2018\\_Update\\_WebVersion.pdf](https://www.fletchernc.org/wp-content/uploads/2018/11/LandUsePlan_2018_Update_WebVersion.pdf)

ZONING: The current zoning includes C-1 and CBD; and is subject to the Heart of Fletcher Overlay District. The detailed zoning map updated Feb. 2015 can be found here:

<https://www.fletchernc.org/wp-content/uploads/2016/03/Zoning-Map-Feb-2015-small-1.pdf>

All uses subject to restrictions as part of site and development plan approval.

ADDITIONAL INFORMATION: Upon receipt of a Letter of Interest from qualified developer, the following additional information will be provided for **Site A**:

1. Property Survey
2. Property Appraisal
3. Environmental Phase 1 & 2 Reports

MARKET ANALYSIS: A recent report prepared for the Town of Fletcher “Market Analysis & Economic Development Strategic Plan” provides additional insights into the market and the town’s vision for Economic Development. **NOTE: The Market Analysis includes utility maps and other site condition information.** The report can be found here: [https://www.fletchernc.org/wp-content/uploads/2020/03/Fletcher-NC\\_March-2020.pdf](https://www.fletchernc.org/wp-content/uploads/2020/03/Fletcher-NC_March-2020.pdf)

## **SCOPE OF WORK & DEVELOPMENT REQUIREMENTS**

SITE A – + 5 ACRE mixed-use, multi-story development with retail on the street level. Existing buildings may be redeveloped (adaptive reuse) or demolished. Recent NCDOT improvements to NC Highway 25 (Hendersonville Rd.) include streetscape improvements completed in 2020; city utilities provided and subject to site plan approval, shared maintenance, cross easements and an Operating and Easement Agreement (OEA).

SITE B – + 44 ACRE multi-use neighborhood development to include office/retail, public/institutional and residential uses, with onsite surface parking, connecting the Town Hall and municipal complex and Bill Moore Community Park. Subject to site plan approval and other terms/conditions.

### **EXHIBITS:**

- 1.1 Parcel Map
- 1.2 Zoning Map

## **SALE PROCEDURE - REAL PROPERTY IN ACCORDANCE WITH NC GENERAL STATUTES CHAPTER 160A-458.3**

### **Hendersonville Rd, Fletcher, Henderson County, NC**

The property will be advertised for development proposals and will be received beginning immediately and continue until developer(s) have been selected by the Town of Fletcher. Proposals may be delivered to and received in the Town of Fletcher town hall at the following address: Hand/U.S. Mail Delivery Address: Town of Fletcher, 300 Old Cane Creek Rd., Fletcher, NC 28732: ATTENTION: Mark Biberdorf, Town Manager

### **Conditions:**

1. The Town of Fletcher reserves the right to reject or negotiate any and all proposals, offers and, in its sole discretion, will determine the successful offeror. All proposals are subject to acceptance or rejection for any reason at the discretion of the Town of Fletcher.
2. The property sale will be subject to approved development proposal(s), subject to a negotiated contract and other development terms and conditions (to include a reasonable due diligence period). Developers may be selected for either or both parcels. The property will be sold "as is, where is".
3. The property will be sold for cash upon delivery of the deed. Upon selection of developer and contract negotiation, a certified funds earnest money deposit will be required and applied to the purchase price. If the purchaser subsequently fails, refuses, or is unable to close the transaction in accordance with the terms of the contract, the Town of Fletcher will retain deposit as liquidated damages.

4. In addition to concept plan and development summary, any contingencies, restrictions, contract terms or limiting conditions shall be included in the proposal. All proposals shall include offering price for the subject parcel (s).

5. A real estate commission will not be paid by the Town of Fletcher. However, developers may be represented by a broker under a buyer representation agreement – with fees paid by the buyer.

6. The Town of Fletcher and their respective officers, employees, consultants and agents, shall not under any circumstances, including pursuant to contract, tort, statutory duty, law, equity or otherwise, or any actual or implied duty of fairness, be responsible or liable for any costs, expenses, loss of opportunities, claims, losses, damages or any other liabilities to anyone arising out of or related to this offering. By submitting a proposal to purchase, prospective purchaser(s) has accepted and agreed to the foregoing.

7. The Town of Fletcher reserves the right at its sole and absolute discretion and without liability to modify, amend or otherwise change, or to extend, suspend, postpone, cancel, any part of this offering.

#### **Questions:**

Questions about the RFP and the RFP process should be submitted to Mark Biberdorf, Town Manager, [M.Biberdorf@fletchernc.org](mailto:M.Biberdorf@fletchernc.org) , tel: (828) 687-3985, and should be received by June 30, 2020. Responses will be sent to all developers who have submitted a letter of interest (June 15, 2020).

#### **Deadline to Submit Proposals:**

Applicants' letter of interest must be received by June 15, 2020 at 4:00 pm and proposals must be received by September 30, 2020 at 4:00 pm. The town desires to secure the appropriate developer and project proposal, therefore, reserves the right to extend the deadline period for submissions.

#### **Evaluation Criteria:**

All proposals will be reviewed and evaluated by a selection committee determined by the town. Proposals will be evaluated based on the developer's vision for the site, their qualifications and financial ability to complete the project, the proportion of mixed-use, commercial, and residential development proposed, the amount and type of parks and green space, and the proposed purchase price. The proposal deemed the best fit for our community and most likely to meet the town's goals and expectations for timely development will be selected.



## CONTENTS OF PROPOSAL

### 1. **Statement of Intent, to include:**

- A narrative by the developer relating their understanding of the project and describing why they are interested in the project,
- Information about what the developer will need from the town in order to implement a successful development,
- A statement of the firm's financial capability that: demonstrates their capacity to undertake and complete their proposed development, highlights past history of raising capital, addresses any non-performing loans, loan defaults, or projects lost to foreclosure, and any litigation or other legal disputes within the past five years,
- Proposed sources and uses of funds, including estimated costs of improvements to the site,
- Proposed schedule for purchase and development of the site,
- A statement of the firm's general history and guiding principles,
- Short resumes of professional staff that would be involved in project design and management, and similar information for builders, consultants or partners anticipated to be involved in the project,
- Contact information (name, mailing address, email address, and telephone number) of the person the town should contact regarding the proposal.

**2. Preliminary sketch plan:** A proposed master plan must be submitted. It should include, in as much detail as possible: specific locations of buildings (new or existing to be renovated), proposed building types, building envelopes, and approximate square footage of each; representative sketches of building designs; proposed streets and other forms of connectivity for pedestrians and cyclists; parking and driveways; open space, parks, and greenways; significant environmental features to be retained; and other proposed amenities and important details.

**3. Narrative:** The proposal narrative should include square footage of mixed-use and commercial space, number of parking spaces, number and type of homes/residential units and approximate pricing for each, and concepts for proposed park(s), green space(s) and other amenities.

**4. Land Value:** A proposal for fee-simple purchase of the site, including purchase price.

**5. Experience:** Provide locations, descriptions, drawings, and photographs of mixed-use developments or neighborhoods the developer has designed and/or implemented in the past ten years.

**6. Conflict of Interest:** If the applicant has any grounds to believe there could be a conflict of interest, such as a town employee who is involved in awarding the contract has a connection with the applicant, please explain.

**7. Non-collusion statement:** This RFP constitutes an invitation to bid or propose. Sign the following and include it with your response:

The Town of Fletcher prohibits collusion, which is defined as a secret agreement for a deceitful or fraudulent purpose.

I, \_\_\_\_\_ affirm that I have not engaged in collusion with any town employee(s), other person, corporations or firms relating to this submittal. I understand collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards.

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Entity: \_\_\_\_\_

**Legal Status of the Applicant(s):** State the full, exact name of the applicant and whether the applicant is an individual, corporation, limited partnership, general partnership, limited liability company, professional corporation, etc. If it is anything other than an individual or a general partnership, specify the state under which the entity is organized. If the state under which the entity is organized is not North Carolina, specify whether the applicant has received a certificate of authority from the NC Secretary of State to transact business in North Carolina. State whether the entity is in existence at the time the proposal is submitted, and if not, whether and when the applicant intends to officially form the entity. State the names and titles of the individuals who will sign the agreement with the town.

**EXHIBIT 1.1**

PARCEL MAP



# GoMaps



April 17, 2020

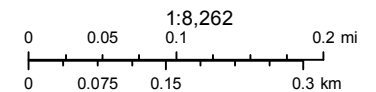
## Streets and Highways

- FREEWAY
- INTERSTATE
- BOULEVARD

- THOROUGHFARE
- COLLECTOR
- Local Roads
- Parcels

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April 17, 2020

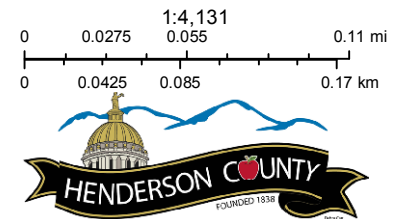
**Streets and Highways**

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- INTERSTATE
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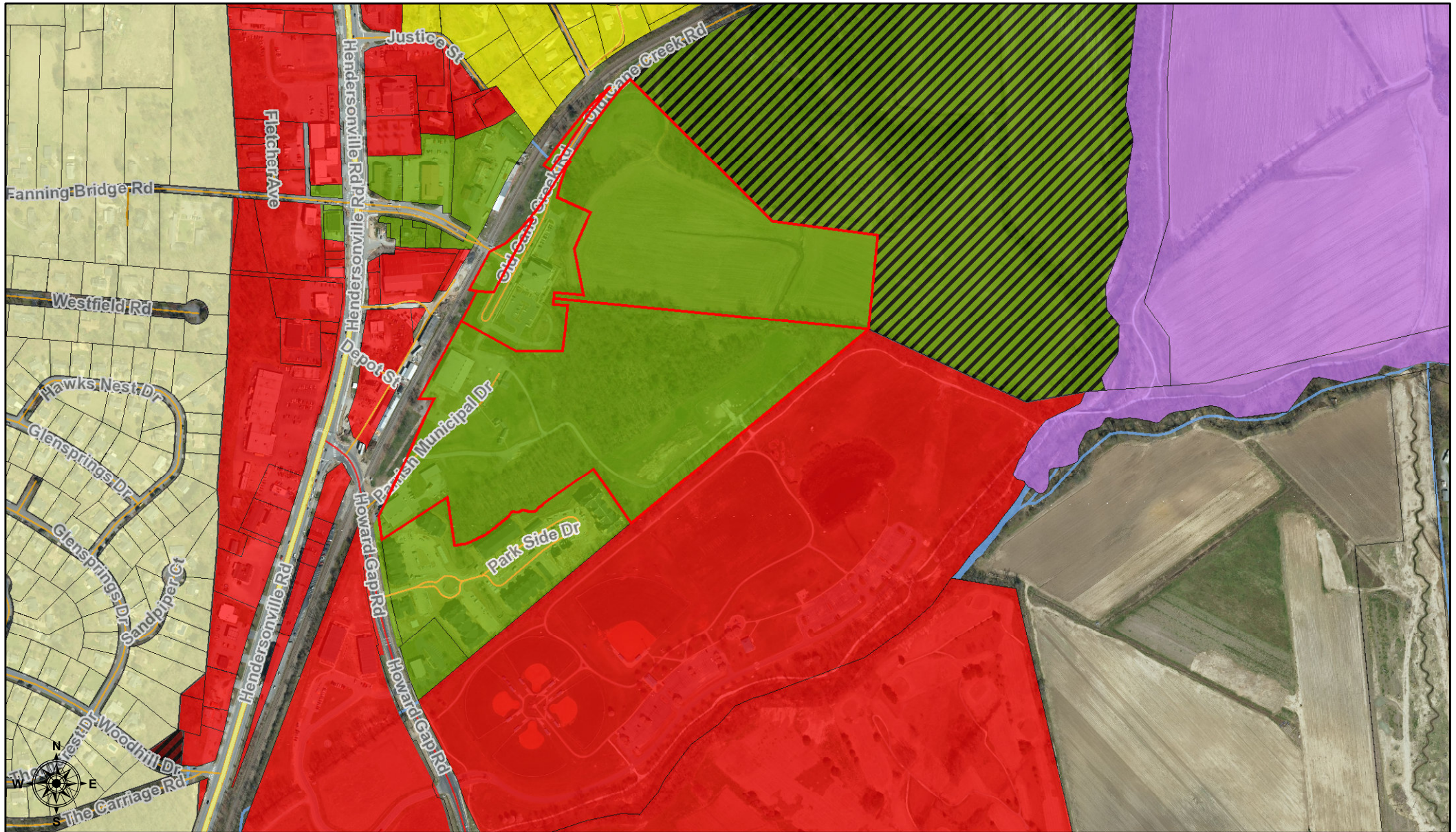


## **EXHIBIT 1.2**

### **ZONING MAP**

**Red: C-1**

**Green: CBD**



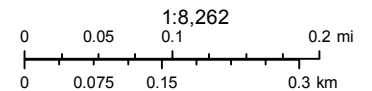
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**Streets and Highways**

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April 17, 2020

**Streets and Highways**

<span style="color: red;">—</span>	THOROUGHFARE
<span style="color: yellow;">—</span>	COLLECTOR
<span style="color: green;">—</span>	Local Roads
<span style="border: 1px solid black; display: inline-block; width: 10px; height: 10px;"></span>	Parcels
<span style="color: yellow;">—</span>	FREEWAY
<span style="color: yellow;">—</span>	INTERSTATE
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