



WATERFRONT HOLLAND DEVELOPER SOLICITATION

Proposals Due from Pre-Qualified Developers:
5PM EST, Friday, January 7, 2022



TABLE OF CONTENTS

3) INTRODUCTION

4) SITE CONTEXT: DOWNTOWN HOLLAND, MICHIGAN

5) DEVELOPMENT VISION: WATERFRONT HOLLAND

6) THE SITE

9) DEVELOPMENT GUIDELINES

12) REQUEST FOR QUALIFICATIONS/PROPOSALS (RFQ/P) PROCESS

14) STAGE 1: REQUEST FOR QUALIFICATIONS

17) STAGE 2: REQUEST FOR PROPOSALS

FIGURES

4) Figure 1: Downtown Holland Site Context

9) Figure 2: Site Development Guidelines

13) Figure 3: RFQ Schedule

13) Figure 4: RFP Schedule

EXHIBITS (available for download at www.cityofholland.com/waterfrontholland)

E1. Map of Publicly Owned Sites

E2. Waterfront Holland Vision

E3. Site Survey and Plat

E4. Existing Utilities and Infrastructure

E5. Site Environmental and Remediation Work

- Phase I and Phase II Environmental Site Assessments (ESA)
- JDY Decommissioning Plan
- Groundwater Detection and Monitoring and Assessment Report
- Coal Combustion Residual (CCR) Rule Compliance Memo
- Coal Yard and Ash Pond Closure Certification Report
- Soil Excavation Summary Report

E6. National Register of Historic Places Eligibility

E7. Market & Feasibility Advisors Market Study

Any questions during the proposal stage should be directed to Fran Lefor Rood and Bernie Merkle:

Fran Lefor Rood

SB Friedman Development Advisors
221 N LaSalle St, Suite 820
Chicago, IL 60601
(312) 424-4253
frood@sbfriedman.com

Bernie Merkle

Coldwell Banker Woodland Schmidt
(616) 355-3695
bernie.merkle@cbgreatlakes.com

Please direct all requests for calls, meetings and site tours to the email addresses above to ensure that all needed parties are available.

INTRODUCTION

The City of Holland is seeking Statements of Qualifications (SOQ) from developers interested in redeveloping the James De Young power plant site (the “JDY Site”), a 17-acre property owned by the Holland Board of Public Works (“BPW”) located on the Lake Macatawa waterfront in Downtown Holland, Michigan and currently home to the decommissioned James De Young power plant (the “JDY Building”). The JDY Site presents a rare opportunity to develop a large-scale regional mixed-use destination that weaves together downtown amenities and waterfront land with direct access to Lake Michigan.

The City is undertaking a two-stage developer solicitation process through this Request for Qualifications/Request for Proposals (RFQ/P). The first stage is a Request for Qualifications (RFQ) to prequalify respondents based on their demonstrated ability to complete a development of similar scale and scope and financial capacity. Qualified respondents will be invited to participate in the second stage, the Request for Proposals (RFP), that will require respondents to present their vision to implement a comprehensive redevelopment of the JDY Site. Details and requirements of both the RFQ and RFP stages of the process are included in this document. **At this stage, the City is seeking responses to the RFP from pre-qualified developers. Do not respond to this RFP unless you have been asked directly by the City to do so.**

This Solicitation document is only available electronically. Interested parties are encouraged to register with the City of Holland at www.cityofholland.com/waterfrontholland to receive notifications of any addenda and responses to questions. Addenda and responses to questions will also be posted to this site. Respondents who do not register with the City are responsible for regularly reviewing the site for updates.

SITE CONTEXT: DOWNTOWN HOLLAND, MICHIGAN

The City of Holland, Michigan is a vibrant, year-round community on the Lake Macatawa waterfront within easy driving distance to Grand Rapids, Chicago, Detroit, and other major population centers across the Midwest. Lake Macatawa provides direct water access to Lake Michigan, and some of the state's best beaches are just a short drive away and easily accessible to residents and visitors. With a distinct identity, thriving downtown, host of unique events and festivals, and strong economic vitality, Holland is cherished as one of the nation's most desirable locations to live, work, and play. It is frequently mentioned as one of the best small towns in the United States, as spotlighted by publications including Forbes Magazine, ABC News, and Country Living Magazine.

For decades, Holland's Lake Macatawa waterfront has been an industrial working waterfront, and the City had focused its development priorities on other parts of the greater Downtown. In 2017, the coal-fired JDY Building at the intersection of Pine Avenue, 3rd Street, and 4th Street, was retired and the Holland Board of Public Works' operations transitioned to the new natural gas-powered Holland Energy Park east of Downtown. The decommissioning of the power plant initiated conversations among City and BPW leadership to consider the redevelopment potential of the 17-acre JDY Site.

Figure 1: Downtown Holland Site Context



The JDY Site provides a tremendous opportunity to re-envision the City's relationship with the Lake Macatawa waterfront and advance a redevelopment framework that weaves together water, land and the City's existing built environment while increasing economic and recreational opportunities for residents, workers and visitors. The desire to synthesize these ideas and reimagine the waterfront's potential motivated the City to develop the community-led Waterfront Holland Vision.

Within the broader waterfront context are several other key destinations, neighborhoods, and districts that have emerged over the City's history:

- Downtown Holland is centered along 8th Street and is a thriving collection of shops, restaurants and bars that attract visitors from across the Midwest;
- Hope College, a private liberal arts college with an undergraduate population of approximately 3,150 students, anchors the neighborhood south of Downtown;
- Kollen Park is a multi-purpose community green space which offers much-valued public views of the water and provides a place for informal gatherings and outdoor community events;
- Boatwerks, currently the only waterfront dining venue in the City of Holland, is a successful and beloved destination with a boat-docking facility adjoining Kollen Park;
- Van Bragt Park, originally the City's tulip bed for the annual Tulip Time Festival, hosts public art exhibits and attracts tourists, fishermen and many others with its walkways, benches and windmill; and
- The Window on the Waterfront is a natural and recreational retreat east of River Ave where Lake Macatawa sweeps around the northern gateway to the city.

The City of Holland has strong market potential and has enjoyed a healthy pipeline of development activity, with 2.3 million square feet of new development completed in the City since 2015. Approved residential projects or those under construction in the greater Downtown area alone include:

- Towers on River, 27 condominium units with ground floor retail and office space at 159 River Ave; and
- The River Place, 21 apartments with ground floor retail at 212 River Ave.

The JDY Site is the spatial key to unite Holland's neighborhoods and destinations and transform the City's relationship with its waterfront.

DEVELOPMENT VISION: WATERFRONT HOLLAND

In fall of 2018, the City and BPW jointly launched Waterfront Holland, a community engagement initiative to develop a vision for the future of Holland's broader waterfront, including potential redevelopment scenarios for the JDY Site. The goal was to embrace what currently exists on the waterfront, including other local businesses, to create a coherent waterfront environment integrating places to live, work and play that are distinctly Holland.

By developing a community vision for the waterfront supported by a set of robust guiding principles, the City (and BPW) has a framework to guide subsequent waterfront developments in a manner that is aligned with the community's values and long-term aspirations. The framework offers insights into development directions and potential partnership opportunities for proposals that are brought before the City.

A full version of the Vision can be found at <https://waterfrontholland.org/> and is included as **Exhibit 2**.

The Vision and the potential redevelopment of the JDY Site are anchored by the following major guiding principles and goals:

1. Foster community accessibility to, from, and along the water through public waterfront access and connections to existing neighborhoods;
2. Pursue environmental, economic and equitable sustainability by protecting waterfront resources and ensuring the short- and long-term economic feasibility of waterfront users;
3. Encourage diversity of use, users and developers; and
4. Celebrate the water and waterfront through enhancing the quality of public and private developments and waterfront adjacencies.

THE SITE

The 17-acre JDY Site is bound by Lake Macatawa to the west, the one-way southbound Pine Avenue to the east, and existing industrial operations to the north and south. The City is also offering the 1.9-acre city-owned property across the street from JDY at the northeast corner of Pine Avenue and 4th Street (commonly referred to as the “Wood Lot” site, parcel 24) for optional use in this RFQ/P process.

Site Conditions

The JDY Site is currently home to the decommissioned power plant, constructed in 1940. The JDY Building is approximately 37,000 square feet and was expanded multiple times in the 1950s and 1960s before being fully retired in 2017. The JDY Site itself was formerly part of Lake Macatawa and was filled in the late 1930s for the development of the power plant. Soil studies indicate that the JDY Site is primarily fill that includes wood, peat and organic materials. The JDY Site is subject to wet soil conditions due to higher lake and ground water levels and likely will require additional site work to prepare the JDY Site for future vertical development. Full documentation of existing site conditions can be found in the Phase I Environmental Site Assessment (ESA) included in **Exhibit 5**. Additional geotechnical work may be required to determine a definitive course of action. Additional Site photos can be found here:

- **JDY Site Aerials:** <https://flic.kr/s/aHsmVxxT4D>
- **JDY Building Interior:** <https://flic.kr/s/aHsmaKMSom>

To date, the City has completed partial remediation of the JDY Site in anticipation of mixed-use redevelopment. In June 2018, the City completed coal yard and ash pond remediation, and the City is currently in compliance with EPA Coal Combustion Residuals (CCR) requirements. In late 2019, the City graded the JDY Site with clean fill. The JDY Building itself has also undergone remediation activity, consisting of the removal and repurposing of tools and inventory, the removal of large coal-moving equipment, the draining of oil and chemical tanks, and the recycling of electronic waste. Phase I and Phase II Environmental Site Assessments (ESA) have been completed for the JDY Site. Full documentation of remediation completed to date is included in the JDY Decommissioning Plan and additional supporting documents in **Exhibit 5**.

Lake Michigan/Lake Macatawa Access

The JDY Site benefits from its waterfront location with approximately 970 feet of linear water frontage that includes direct access to the Holland Harbor, a deep draft commercial harbor maintained by the U.S. Army Corps of Engineers for commercial and recreational usage. Holland Harbor is regularly dredged to maintain a depth of 21 feet and it is a major regional receiving port on the Great Lakes for commodities including limestone, coal, and gravel. Flanking the JDY Plant are other industries, including Brewer's City Dock to the north and Louis Padnos & Co. and VerPlank Dock Co. to the south.

Zoning

Zoning for the JDY Site is currently I-1 Industrial, but the JDY Site will need to be rezoned to accommodate future redevelopment that aligns with the Waterfront Vision. The City is currently in the process of drafting and adopting a Unified Development Ordinance (UDO) that will combine the City's existing Zoning, Trees, Streets and Sidewalks, and Subdivision Ordinances into a single regulatory document. At this time, it is expected that the JDY Site will be rezoned at the time of development under the following proposed requirements:

- **Waterfront Downtown WDT Form Based Code Sub-District;** and
- **Waterfront Overlay District,** which stipulates design guidelines for waterfront property.

The latest version of the UDO can be accessed at www.hollandudo.com.

Site Disposition and Public Referendum

The City intends to transfer the JDY Site to the selected developer, either through an outright sale or long-term ground lease. As a publicly-owned waterfront site and utility property, the JDY Site is subject to both sections 4.17(a) and 12.19 of the Holland City Charter, which state that the City shall not sell, exchange, lease or in any way dispose of the property unless it is approved by a 3/5 majority vote through a public referendum. The full City charter language can be accessed online at <https://ecode360.com/27620494>. Therefore, it is expected that the transfer of the JDY Site to the selected developer will need to be approved through a public referendum.

Adherence to the Vision and guiding principles, including provision of public amenities or other project components that will appeal to the public, is expected to be necessary to generate public support for the redevelopment of the JDY Site. Developer submittals should be aware of the need for a referendum following selection and consider potential public messaging when developing a proposed concept. The City will actively support the selected developer in communicating the benefits of the project to the community.

Incentives

Understanding that redevelopment of the JDY Site may be challenging due to current conditions, the City is open to exploring the use of various incentive tools to achieve its vision. Incentives will be provided on the basis of demonstrating financial need and filling a financial gap. The JDY Site benefits from the following available federal, state and local incentives:

- The JDY Site is within the Holland SmartZone boundary, which allows for the capture of state education taxes to be used for economic development to support high tech emerging businesses and entrepreneurs;
- The JDY Site is within the City's Downtown Development Authority (DDA) district boundary;
- The Downtown Holland census tract is a federal Opportunity Zone;
- Projects may be eligible for New Markets Tax Credits (NMTC);
- Projects may be eligible for assistance from the Michigan Economic Development Corporation (MEDC) Transformational Brownfields Program (TBP) and other MEDC programs. Holland is in the final stages of being certified as a Redevelopment Ready Community through MEDC, which demonstrates that they are focused on having a clear and transparent development process and provides access to certain MEDC funding opportunities; and
- The City is open to the use of tax increment financing (TIF) to support costs related to JDY Site remediation, new infrastructure and vertical development components that contribute to the redevelopment goals and objectives of Waterfront Holland.

Land Swap Provisions

One concept explored in the Waterfront Holland Vision involves using the JDY Site as a component in a partial or full land swap with one or more of the existing waterfront entities (Padnos, VerPlank, and Brewer's). The land swap considerations are motivated by the opportunity to extend the City's strong existing downtown development momentum west along 8th Street to the waterfront. As a result, this scenario would utilize the Site to provide a component of a dedicated industrial zone and allow for a mixed-use zone that is directly connected to and complements the existing development momentum of Holland's Downtown.

This RFQ/P process does not involve any privately held land. However, developers who explore a land swap scenario will be allowed to propose the industrial reuse of the JDY Site as long as all required elements of the RFP are provided on another waterfront location. During the RFP stage, such developers must demonstrate that they have obtained sufficient site control for any relevant privately-owned sites that would allow them to implement the concept (i.e., an executed purchase and sale agreement or land swap option contingent on executing a Redevelopment Agreement with the City for the JDY Site). The selected respondent is expected to coordinate with the private property owner(s) and take the lead in negotiating acquisition of the land. The City does not intend to intervene in this private transaction, but is willing to put interested developers in contact with appropriate landowner representatives.

To facilitate the greatest mixed-use opportunity for any potential land swap, the City will contemplate the disposition of the following City-owned parcels if they are included in a proposal. These parcels are identified in the map of publicly-owned parcels in **Exhibit 1**.

- The approximately 2.6-acre waterfront parcel along 8th Street to the west of VerPlank (the "Tool Works Site," parcel 54); and
- The two City-owned triangle-shaped parcels along 8th Street to the south of VerPlank (parcels 53 and 57).

DEVELOPMENT GUIDELINES

As the first major opportunity along the Holland waterfront to advance the goals of the Vision, the JDY Site provides the once-in-a-generation opportunity to set a catalytic precedent for the full-scale mixed-use redevelopment of the Lake Macatawa waterfront and redefine the City's relationship with the water. It is paramount that proposals exemplify the design elements, mix of land uses, and public amenities that will tee up the momentum required to achieve the waterfront's long-term redevelopment potential.

Figure 2: Site Development Guidelines



Proposed development plans should address the following desired elements that adhere to the guiding principles of the Vision:

Desired Elements

1. **Align with the City’s proposed Waterfront Downtown WDT Form Based Code Sub-District and Waterfront Overlay District Requirements.** While currently zoned I-1 Industrial, it is understood that the JDY Site will be rezoned to the City of Holland’s proposed Waterfront Downtown WDT Form Based Code Sub-District and be within the proposed Waterfront Overlay District, both which are in the process of being finalized as part of the City’s proposed Unified Development Ordinance (UDO) effort.

Developers should review the most recent version of the City of Holland’s proposed Waterfront Downtown WDT Form Based Code Sub-District and Waterfront Overlay District requirements. The most up to date version of the UDO can be found at www.hollandudo.com.

2. **Incorporate waterfront improvements via a continuous public easement.** Proposals should incorporate a continuous public waterfront easement along the entire length of the JDY Site as described in the City’s proposed Waterfront Downtown WDT Form Based Code Sub-District. Proposals that incorporate design elements such as a boardwalk, promenade or other landscaped edge to accommodate public access will be preferred. Examples of waterfront planning design elements exemplified by the community can be found on page 49 of the Waterfront Holland Vision Technical Report in **Exhibit 2**.
3. **Foster a synergistic mix of land uses that create a mixed-use destination.** Residents indicated during the community engagement process that the public desires the following key land uses on the waterfront:
 - a. “Play” on the waterfront through arts, entertainment and recreation, green space, and marine uses; and
 - b. “Dine, shop, live and serve” on the waterfront through new dining, retail and residential opportunities.

Proposals should advance a mix of land uses that fulfill these preferred land use goals. Proposals should be at the level of scale and density sufficient to support year-round activity and a live-work-play environment.

4. **Integrate a significant level of public amenities.** It is crucial that the JDY Site promote access to a waterfront for all as a place for recreation, gathering, and cultural programming. The proposals should incorporate a significant level of public amenities, for example:
 - a. Public green space;
 - b. Event space, pavilions, and/or other public facilities to support community programming and arts & culture activities;
 - c. A marina, boatslips, boathouses, and/or other public facilities to support water recreation activities; and/or
 - d. Connections to existing green spaces and trail networks.

5. **Enhance future connections to the greater Downtown Holland through the proposal's relationship with 3rd Street and 4th Street.** The City intends to extend its Downtown development north and west via planned infrastructure investments along College Avenue, 3rd Street, and 4th Street, terminating at the waterfront at the JDY Site. Proposals should be designed so that their primary access and visual connections are oriented towards 3rd Street and 4th Street. Proposals that incorporate The Wood Lot site should incorporate sidewalks and pedestrian streetscape on the north, south and west sides of the parcel.
6. **Incorporate design elements that address existing industrial adjacencies but do not preclude integration with future waterfront development.** While design elements may be required to address the JDY Site's location amidst active industrial users, it is important that JDY Site design leaves open the possibility for connections to future redevelopment efforts on adjacent parcels.

Optional Elements to Consider

In addition to the desired elements outlined above, proposals are invited to contemplate the following:

- **Consider the rehabilitation and reuse of the JDY Building.** The Vision contemplated several redevelopment scenarios for the JDY Site, including both the full-scale demolition as well as partial or full adaptive reuse of the JDY Building. The JDY Building has long been a fixture of the Lake Macatawa waterfront and is one of the most prominent structures in the greater Downtown. It has a strong Modernistic architectural heritage and is eligible for inclusion in the National Register of Historic Places (documentation is provided in **Exhibit 6**), and the public has shown interest in its adaptive reuse through the Vision process. While it is not required that proposals include reuse, developers are invited to explore the redevelopment potential and financial feasibility of full or partial adaptive reuse of the JDY Building.

REQUEST FOR QUALIFICATIONS/PROPOSALS (RFQ/P) PROCESS

The JDY Site will be made available to developers through a structured two-phase RFQ/P process, as outlined on the following pages.

Phase 1: Request for Qualifications

The City of Holland is requesting a Statement of Qualifications (SOQs) from all respondents interested in pursuing redevelopment of the JDY Site, the requirements of which are outlined in the following section. The RFQ process focuses on the respondent's capacity and ability to complete a development of this scale and complexity. No specific development proposal is required at this time; however, respondents are asked to outline their general vision for the JDY Site and potential uses. A formal development proposal will be required only of shortlisted respondents during the subsequent RFP phase. The City and their consultants will review all SOQs and select a shortlist of qualified respondents. Interviews may be held with each respondent.

Phase 2: Request for Proposals

A shortlist of qualified respondents will be invited to submit development proposals. The RFP selection process will focus on the market and economic feasibility of the proposed project, design considerations, a development plan and potential uses, the respondent's strategy for redevelopment, alignment with the Vision and financial considerations. Proposal submittals will be reviewed, and interviews may be held with each respondent. Developer selection and negotiation of a redevelopment agreement will occur following the evaluation and interviews.

Submission Considerations

- The City is not responsible for costs incurred by respondents, team member(s), subcontractors or other interested parties in connection with the RFQ and/or RFP process(es), including but not limited to costs associated with preparing the SOQs and/or proposals and of participating in any conferences, oral presentations or negotiations.
- The City reserves the right to issue an addendum to the RFQ and/or RFP at any time.
- This is a non-binding solicitation until such time as the City negotiates and approves a redevelopment agreement with the successful respondent.

Timeline for Developer Selection

Qualification statements were accepted through June 25, 2021 and pre-qualified developers were notified of their qualification and asked to submit proposals in August 2021. **Proposals are due Friday, January 7, 2022.** Developers should contact Fran Lefor Rood or Bernie Merkle via email to schedule any calls, meetings or site tours that may be needed in developing their proposals. Contact information is provided below. The anticipated timeline for developer selection is provided in **Figures 3 and 4.**

Figure 3: RFQ Schedule

Request for Qualifications Step	Target Completion Date
Release of Solicitation Package	May 7, 2021
Question and Answer Period	May 7 – June 11, 2021
Developer Preconference Meetings and Site Tours	May 14 – June 11, 2021
Statement of Qualifications Due	June 25, 2021, 5pm EST
Respondent Interviews (if needed)	July 2021
City Council Notification of Shortlist	August 2021

Figure 4: RFP Schedule

Request for Proposals Step	Target Completion Date
Invitation to Submit Proposals	August 2021
Formal Proposals Due from Shortlisted Respondents	January 7, 2022, 5pm EST
Respondent Interviews and Negotiations	January 2022 – April 2022
Selection of Preferred Developer	April 2022

Any questions regarding the proposal stage should be directed to Fran Lefor Rood and Bernie Merkle:

Fran Lefor Rood
SB Friedman Development Advisors
221 N LaSalle St, Suite 820
Chicago, IL 60601
(312) 424-4253
frood@sbfriedman.com

Bernie Merkle
Coldwell Banker Woodland Schmidt
(616) 355-3695
bernie.merkle@cbgreatlakes.com

Please direct all requests for calls, meetings or site tours to the email addresses above to ensure that all needed parties are available.

STAGE 1: REQUEST FOR QUALIFICATIONS

The City is requesting that respondents interested in developing the JDY Site submit a Statement of Qualifications including all items outlined below. The City reserves the right to seek clarification of any information that is submitted by any respondent in any portion of its SOQ or to request additional information during the evaluation process. Any material misrepresentation made by a respondent will void the SOQ and eliminate the respondent from further consideration.

1. **Transmittal Letter and Executive Summary** providing a narrative description of all key aspects of the submittal.
2. **Project Scope and Narrative** demonstrating the Respondent's understanding of the JDY Site, familiarity with the City's development objectives and a vision for development. The narrative should address the size and scope of the development, development goals, anchor uses, and a preliminary redevelopment strategy, including incorporation of desired elements described above. Plans and renderings are not required at the RFQ stage. However, if the respondent chooses to include these items, it is the City's preference that any such documents be used in a manner to explain redevelopment strategy, land uses and phasing, rather than building design.
3. **Description of Developer Entity's Project Team** including an experienced lead developer entity, architects, engineers, attorneys, economic and financial consultants, construction managers, leasing and management companies, and other development and/or financial partners, as applicable. Specific requirements include the following:
 - a. Narrative describing the roles, responsibilities, depth of experience, and size of each firm.
 - b. Resumes of key personnel assigned to the project, including relevant experience.
4. **Organizational Chart or Diagram** outlining the expected composition of the development entity, including contact names, titles, and the nature and extent of prior partnerships and development efforts. The diagram should present differentiated structures for development and operations, if applicable. Specific requirements include:
 - a. Identification of the lead development entity.
 - b. Anticipated partners or team members and their status as either general or limited partner or member.
 - c. Anticipated percent of interest of each partner and the character and extent of interest.
 - d. Disclosure of all business relationships between members of the respondent developer team and any elected official, appointed official, or employee of the City of Holland.
5. **Portfolio of the Respondent's Comparable Completed Projects** demonstrating development and management experience. Each member firm of the developer entity should briefly describe at least three to five examples of relevant projects (preferably recent) developed within the last 10 years. For each project, each of the following should be included:
 - a. Name.
 - b. Address.

- c. Current status (completed and being held by the development entity, completed and sold by the development entity, under development, etc.).
- d. List of Respondent team members involved in project.
- e. Land uses, program mix and floor area.
- f. Current occupancy and list of major tenants.
- g. Total development costs.
- h. Sources of funds, including key debt and equity partners and identification of any public sources.
- i. Images or renderings of project.
- j. Brief narrative describing the project results.
- k. Contact information for a project reference. Ideally, submittal should include at least one public sector reference.

6. Financial Information about the Developer Entity demonstrating the capacity to complete the project. If Respondent desires that this information be kept confidential, it should be submitted as a separate file clearly labeled “confidential” in the file name and on the document. Specific requirements include the following:

- a. Description of potential debt (e.g. conventional, mezzanine) and equity partners (e.g., developer equity, friends and family, institutional investors) for the project and any available preliminary letters of interest.
- b. Three reference letters from lenders, financial joint venture partners, or equity partners for previous projects describing the project size and amount of capital. Please include their name, address, telephone number and email address.
- c. Description of the entity or entities with the ability to provide the required collateral and/or guarantees during the construction period.
- d. A list and brief description of any legal actions within the past five years in which the respondent or any team member or associated entity (e.g., joint venture member, etc.) has been: a) a debtor in bankruptcy; b) a defendant in a lawsuit for deficient performance under a contract; c) a respondent in an administrative action for deficient performance on a project; or d) a defendant in any criminal action. The respondent must disclose any bankruptcy or foreclosure proceedings in which the firm or any individual in the proposed project team has been involved.

Selection Criteria for Qualifications Stage

Evaluation of the respondent's SOQ will be based upon:

1. Completeness of submittal.
2. Demonstrated commitment to the overall objectives of the City and Holland Waterfront Vision, based on project scope and narrative.
3. Comparable experience with similar real estate projects within the last 10 years.
4. Experience of individual firms and personnel that compose the lead developer entity.
5. Past performance of firms, as verified by references of previous clients/projects.
6. Demonstrated financial resources to both acquire and develop the property (evidence of equity and debt financing relationships, etc.).
7. Status of legal actions involving any team member or associated entity of the development team.

The City and its consultant(s) may also review any other information that is available, including but not limited to information in the public realm or gained by checking references.

Submission Procedure for Statements of Qualifications

This Solicitation document is only available electronically. Interested parties are encouraged to register with the City of Holland at www.cityofholland.com/waterfrontholland to receive notifications of any addenda and responses to questions. Addenda and responses to questions will also be posted to this site. Respondents who do not register with the City are responsible for regularly reviewing the site for updates.

Respondents must submit one (1) electronic copy of their Statement of Qualifications to SB Friedman by uploading the submittal to the following secure file transfer site:

<https://sbfriedman.securevdr.com/r-rd81ad10dda8442a39e727a9a8fe5ac1e>

It is the Respondent's responsibility to ensure that their SOQ is received by **5pm EST on June 25, 2021**. Please contact Fran Lefor Rood if you experience any technical issues.

The City reserves the right, at its sole discretion, to reject any or all submittals when, in its opinion, it is determined to be in its interest to do so; to waive minor irregularities and informalities of a submittal; to disapprove of any and all subcontractors; or to cancel, revise or extend this solicitation. This Request for Qualifications does not obligate the City to pay any costs incurred by any respondent in the submission of a proposal or in making necessary studies or designs for the preparation of that proposal, or for procuring or contracting for the services to be furnished under this Request for Qualifications.

STAGE 2: REQUEST FOR PROPOSALS

Following completion of Stage 1, the City will invite shortlisted respondents to submit a formal development proposal that provides a detailed development vision for the JDY Site, illustrative concept drawings, and the proposed business deal for acquisition of the JDY Site. All concept drawings should be of sufficient scale to permit determination of dimensions for key development components.

The City reserves the right to revise the submittal requirements and selection criteria. Any such revisions will appear in an RFP addendum following the invitation to submit a proposal.

The proposal submittal will be expected to include and/or be accompanied by the items outlined below:

1. **Transmittal Letter and Executive Summary** providing a narrative description of all key aspects of the submittal.
2. **Development Program** including a description of the conceptual vision and proposed uses. Preliminary estimates regarding the type and size of the final development, including gross floor area, net floor area, unit counts, or other metrics should be included.
3. **Project Narrative** describing alignment with the guiding principles and development objectives of the Waterfront Vision and desired elements described in the RFQ/P document.
4. **Development Design Documents** illustrating the respondent's vision for the development. Specific requirements include:
 - a. Conceptual site plans addressing buildings, access and circulation, and phasing (if applicable).
 - b. Renderings and elevations illustrating building height, orientation, and relationship to surroundings.
 - c. Primary building materials, major architectural features, and sustainable design elements.
 - d. Description of construction methods and major building systems, including structure and façade.
5. **Development Schedule** outlining key milestones in development. Potential milestones may include: site preparation, construction commencement, construction completion, lease-up and stabilization (by phase, if applicable).
6. **Financing Information** which may include letters of interest from private lenders, financial joint venture partners, or equity partners for redevelopment of the JDY Site. Letters should indicate that the party has sufficient capacity, understanding of the project and scale of financing required, and the amount the party would be willing to finance the project if the Respondent is selected. If the Respondent is proposing a land swap, it is required that they demonstrate sufficient site control for any relevant privately-owned sites that would allow them to implement the concept (i.e., an executed purchase and sale agreement or land swap option contingent on executing a Redevelopment Agreement with the City for the JDY Site).
7. **Proposed Business Deal and Transaction Structure** outlining payment to the City for the JDY Site, estimated timing of payment, and requests for public assistance, if any.

- 8. Feasibility and Financing Plan** indicating the market and financial feasibility of the development. Specific requirements include:
- Purchase price of land to be paid to the City.
 - Estimated development budget including hard, soft and financing costs.
 - Proposed financial structure (debt, equity, grants).
 - Letters of intent from tenants.
 - Projected construction and lease-up schedule.
 - Market studies or data supporting overall project feasibility and pricing and absorption assumptions.
 - Ten-year cash flow pro forma.
 - Leveraged and unleveraged returns.
 - Management plans for construction and operation.
 - Leasing/marketing plan.

The feasibility analysis should include assumptions regarding terms for acquisition of the City-owned parcels.

- 9. Narrative of Fiscal and Economic Benefits** describing the number of new construction and permanent jobs created, net new taxes the proposed development will generate, potential catalytic impacts of the proposed project and other relevant community or economic benefits.

Proposals have been requested from pre-qualified developers. Please do not respond to the Stage 2 Request for Proposals unless the City has requested that you do so.

Selection Criteria for the Proposal Stage

Evaluation of the respondent's proposal will be based upon the following:

- Completeness of submission.
- Development vision and adherence to the City's objectives.
- Anticipated schedule.
- Mix of uses and development form.
- Fiscal and community/economic benefits of development.
- Project feasibility and financing commitments.
- Tenant commitments/letters of intent.
- Financial impact to City (accounting for land price and any anticipated City financial contribution).



WATERFRONT HOLLAND DEVELOPER SOLICITATION

**Proposals Due from Pre-Qualified Developers:
5PM EST, Friday, January 7, 2022**

Any questions during the proposal stage should be directed to Fran Lefor Rood and Bernie Merkle:

Fran Lefor Rood

SB Friedman Development Advisors
221 N LaSalle St, Suite 820
Chicago, IL 60601
(312) 424-4253
flood@sbfriedman.com

Bernie Merkle

Coldwell Banker Woodland Schmidt
(616) 355-3695
bernie.merkle@cbgreatlakes.com

Please direct all requests for calls, meetings or site tours to the email addresses above to ensure that all needed parties are available.