



REQUEST FOR  
PROPOSALS:  
REDEVELOPMENT OF  
GRAY STREET  
PROPERTIES

RFP-2425-21  
REQUEST FOR PROPOSALS FOR  
REDEVELOPMENT OF GRAY  
STREET PROPERTIES

The City of Norman is seeking proposals from qualified developers for the purchase and redevelopment of two properties located in downtown Norman area.

*City of Norman, Oklahoma*

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## General Information

### FOR QUESTIONS OR MORE INFORMATION:

Shannon Stevenson  
Assistant City Manager  
405-366-5404  
[shannon.stevenson@normanok.gov](mailto:shannon.stevenson@normanok.gov)

Information and attachments can be found at: <https://www.normanok.gov/businesses/bids-rfps-rfq>

### PROPOSAL SUBMISSION

Via Email to:  
[shannon.stevenson@normanok.gov](mailto:shannon.stevenson@normanok.gov)

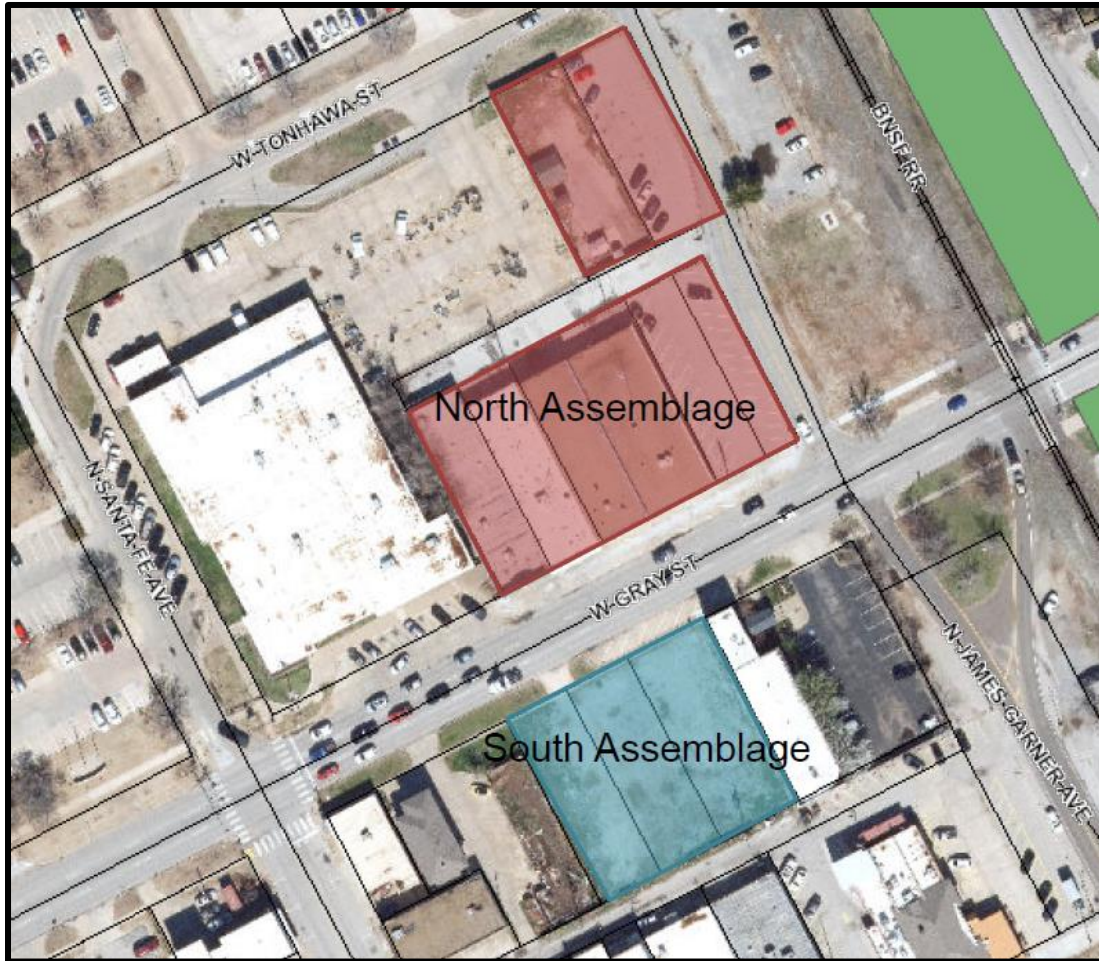
Proposals submitted electronically must be in PDF format, either as an email attachment or sent via a dropbox link.

Proposal shall be only signed by an official who can legally bind the organization.

Proposals must be received by **2:00 pm on Friday, October 25, 2024.**

## Redevelopment Objectives

The City of Norman and The Norman Municipal Authority (“City”) are seeking proposals from qualified, innovative developers (“Redeveloper”) for the purchase and redevelopment of two tracts of land in downtown Norman, depicted in **Figure 1**, below. The City’s objective is to foster economic growth, enhance the downtown urban landscape, and create vibrant community spaces that cater to the diverse needs and interests of residents, businesses, and visitors alike.



**Figure 1:** Subject Properties

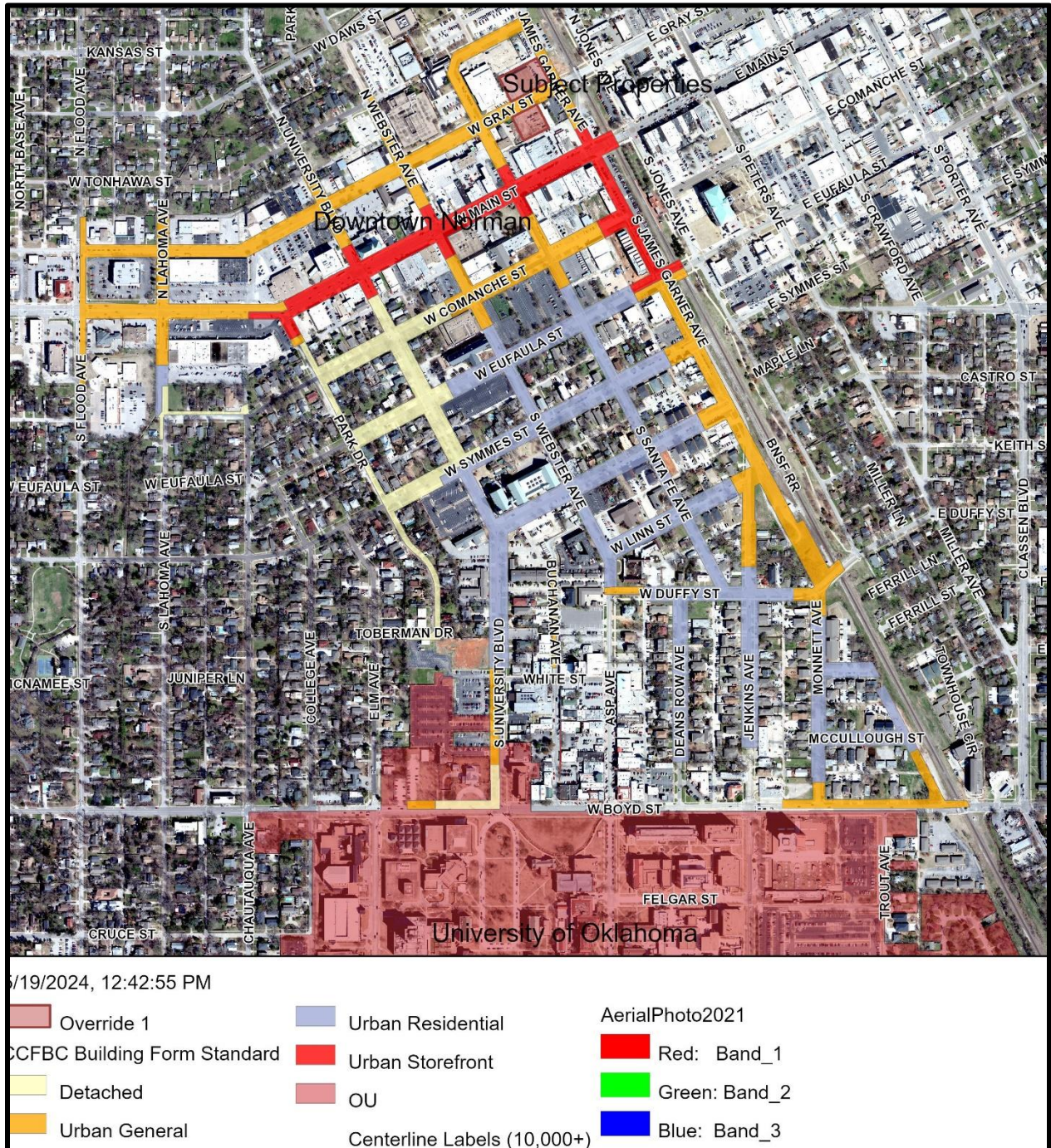
Proposals can seek to redevelop just one of the property groupings or both. The north assemblage is comprised of 7 lots separated by a public alley with an overall aggregate size of approximately 1.03 acres or 44,866.8 SF-land. The south assemblage is comprised of 3 contiguous, unimproved (vacant) lots with an overall dimension of approximately 152 feet by 138 feet and aggregate size of 0.48 acres or 20,974 SF-land. The north assemblage is currently improved with three one-story, office-showroom buildings with combined size of approximately 19,390 SF-GLA, built between 1940 and 1955. The legal descriptions for the properties are contained in **Exhibit A**.

Currently, the north assemblage houses a temporary emergency overnight shelter. Disposition and redevelopment of the north assemblage is contingent on the City's relocation of the shelter to a new location.

The properties are located in the Downtown Norman area, with the zoning for both properties being governed by the Center City Form Based Code ("CCFBC"), found [here](#) and as pictured below in **Figure 2**. The City's vision for redevelopment of these properties align with the goals outlined in the CCFBC. Successful submissions should seek to incorporate the purposes and goals of the



CCFBC in proposing creative and innovative redevelopment (e.g., incorporating mixed-use, showcasing pedestrian-oriented design, ensuring complementary relationship with surrounding neighborhoods, etc.).



**Figure 2: CCFBC Area and Location Context**

## Proposal Requirements

### A. Conceptual Master Plan

The Redeveloper shall identify the assemblage(s) of interest and submit a Conceptual Master Plan which shall include and discuss all the elements listed below. Throughout the Master Plan, proposals should seek to specifically address how the proposed redevelopment meets the stated goals and objectives of the CCFBC.

#### *Vision and Goals*

The Master Plan must include a description of the overarching vision and goals for the development. This includes identifying the desired character, identity, and objectives that the project aims to achieve.

#### *Land Use*

The Plan should explain and layout the proposed land uses that describe the mix and distribution of residential, commercial, office, retail, entertainment, and/or recreational spaces within the development. For the north assemblage, proposals that incorporate mixed commercial and residential will be preferred. If incorporating residential uses into the development, proposals should seek to provide a diverse and family-oriented unit mix; proposals that cater to or that are designed to provide student housing will not be considered. The Plan should address whether the proposed land use requires relief from the CCFBC standards.

#### *Conceptual Design and Architecture*

The plan should clearly articulate the aesthetic and spatial qualities of the development, including building heights, setbacks, facades, materials, and streetscape/landscape design. Design of the site must include high quality design, materials and construction consistent with land use, zoning and regulatory requirements. Discuss how the development relates to its context in the downtown Norman area while creating a cohesive and visually appealing built environment. These themes can be discussed in writing and/or by graphical illustrations.

#### *Transportation and Mobility*

Explain how the project supports the CCFBC's goal of promoting a pedestrian-oriented and multi-modal development area. Specifically address how parking is addressed for the development.

The north assemblage is currently served by a public alley to the north of the property line, or proposals can submit plans that would assume the alley will be vacated as part of the redevelopment.

#### *Infrastructure and Utilities*

Explain the development's necessary infrastructure needs, such as energy, water supply, sewage disposal, stormwater management, and waste management. Discuss how the project will meet



these needs, highlighting any innovative solutions that enhance the energy efficiency, resilience, and/or environmental sustainability of the project.

## B. Market Feasibility of Conceptual Master Plan

The redeveloper shall submit a narrative of two pages or less analyzing the market feasibility of the proposed conceptual plan. Narratives should contain relevant supporting market data such as comparable rental rates, vacancy rates, etc. It is not the intent of this requirement that the redeveloper obtain a market study from a third party professional.

## C. Redeveloper Qualifications and Financial Ability to Execute Conceptual Master Plan

### *Qualifications of Development Team*

1. List all development team members, including consultants, and their qualifications to undertake the project.
2. List all projects, completed and/or in progress, by the redeveloper within the past 10 years. Highlight those most similar to the conceptual master plan proposed, if any. Discuss which projects, if any, involved a public/private partnership with an entity such as a local government, urban renewal agency, etc.
3. List how the redeveloper took into consideration the wants/desires of the community and provide an action plan of how the redeveloper plans to continue to keep the community engaged and informed, if selected as the successful redeveloper.

### *Financial Ability to Execute the Proposed Master Plan*

In order to assist City in reviewing the financial capability of the redeveloper, information will be requested in two tiers. The initial tier must be submitted with the RFP response, the second tier will be requested if the respondent is selected by City as the conditional redeveloper

#### **Tier 1 Submittal Requirements**

1. Describe your ability and experience in financing a project of the proposed scale.
2. A completed financial project summary workbook form. Return an electronic copy of the completed financial project workbook with your proposal. The workbook form should provide an indication of project financing requirements, gaps and financial feasibility. (The pro forma template can be downloaded at <https://www.normanok.gov/businesses/bids-rfps-rfqs>). The Redeveloper's proposed purchase price for the redevelopment site must be included in the workbook form. The final determination of the sales price will be made by City.

#### **Tier 2 Submittal Requirements if selected as a Conditional Redeveloper (as defined on page 10)**

1. Developer financials of the principal or parent company. In the absence of such financials, the tax returns of the principal respondents to this RFP will be requested.

## D. Timeframe to Complete

Include a one-page statement on the timeframe to complete the project if chosen as the Redeveloper. Please note that if the proposal seeks to develop the north assemblage, the timeframe should reflect that transfer and/or redevelopment of the north assemblage will be contingent on the City's relocation of the overnight emergency shelter.

## Proposal Submission Instructions

Proposals must contain all information requested in the "Proposal Requirements" section. Proposals will be evaluated for completeness, including all information and forms this Request for Proposals requires. City may request additional information after reviewing each proposal.

### A. Pre-Proposal Conference

There will be a pre-proposal conference held virtually on **2:00 pm on Thursday, October 10, 2024 CDT** via zoom. Proposers will have the opportunity to ask questions related to the information contained within this solicitation. While not mandatory, proposers are encouraged to attend. Those seeking to attend the pre-proposal conference shall notify the City by email at [shannon.stevenson@normanok.gov](mailto:shannon.stevenson@normanok.gov) by 5:00PM on **Tuesday, October 8, 2024**. Those who notified the City will be sent a link to the Zoom meeting the morning of the pre-proposal conference with the call information. Proposers are encouraged to submit questions via email to the email address above ahead of the event, but questions will also be taken during the meeting.

A document containing the questions asked and answered during the meeting will be made available on the City's website shortly after the Zoom meeting. Once available, that information will be posted at: <https://www.normanok.gov/businesses/bids-rfps-rfqs> under the applicable drop-down menu.

After the Pre-Proposal conference, all inquiries or requests for significant or material clarification, technical interpretations, or notification to the City relating to this RFP must be directed, in writing, to the contact listed on the cover page. Inquiries and affiliated responses will be posted to the website within five (5) business days of receipt of a question.

During the awarding process, no employee, member, or agent of any Applicant shall have any ex parte communications regarding this award with any member of the City Council, City staff, the Selection Committee, their advisors, or any of their contractors or consultants involved with the awarding of the project, except for communications expressly permitted by this RFP.

The process commences with the issuance of this RFP and continues until the award of a contract for the project (or cancellation of the award). Any ***Respondent engaging in such prohibited communication may be disqualified at the sole discretion of the City.***



This RFP does not form or constitute a contractual document. The City of Norman shall not be liable for any loss, expense, damage or claim arising from the advice given or not given or statements made or omitted to be made in connection with this RFP. The City also will not be responsible for any expenses which may be incurred in the preparation of this RFP. The City of Norman may also choose not to award a contract to any of the proposers.

## B. Deadline

Proposals must be submitted by the deadline of **2:00 pm on Friday, October 25, 2024**, Proposals must be sent to [shannon.stevenson@normanok.gov](mailto:shannon.stevenson@normanok.gov) in PDF format. A summary project pro forma must be also be included in Excel format. Proposals may either be attached to the email or sent via a dropbox link. Failure to submit a timely response according to the RFP and any addendum may be grounds for deeming a submittal non-responsive. If a revision to this schedule must occur, the addenda will be posted to the City's website at the following link: <https://www.normanok.gov/businesses/bids-rfps-rfqs>

## Evaluation Criteria and Review Process

### A. Evaluation Criteria

Proposals will be evaluated in the following three categories:

	Points per section
Qualifications and Financial Ability	20
Project Proposal	50
Proposed Purchase Price	30
<b>TOTAL POINTS POSSIBLE</b>	<b>100</b>

### B. Review Process

Proposals will be reviewed by for completeness. Complete submissions will be referred to an Application Review Committee. The Committee will be comprised of City Staff. The Committee may request assistance from third-party technical advisors who may review the responses and advise the Committee.

During the proposal review, the Committee may send questions to Applicants seeking clarification or requesting supplemental information regarding their responses. Additionally, the Committee may request final interviews with the top applicants following an initial review. If the Committee wishes to interview the proposers with the top applications, City Staff will contact those proposers to facilitate and schedule interviews.

The Application Review Committee may, in its discretion, direct competitive negotiations with two or more prospective redevelopers with respect to one or more elements of the selection criteria. Such negotiations will be undertaken by City staff in accordance with direction from the Application Review Committee. In the event competitive negotiations take place, a cut-off date will be established after which no further negotiations will occur and no additional submissions by a prospective redevelopers will be considered. A decision by the Application Review Committee to conduct competitive negotiations will not confer any rights upon a prospective redeveloper nor create any obligation of City to approve and enter into a redevelopment agreement with a redeveloper.

The Committee will evaluate all complete applications and measure each Applicant's response against the selection criteria detailed in this Request for Proposal document, resulting in a numerical score with a potential score of 100 for each application. The Review Committee will select the proposal achieving the highest score that meets the City's interest (the Conditional Redeveloper). Upon selection, the City of Norman will enter into contract negotiations to finalize agreements with the Conditional Redeveloper. All agreements and contracts are subject to approval by City Council.

The following review timeline is expected:

RFP Release	9/25/2024
Pre-Proposal Conference	10/10/2024
RFP Response Due Date	10/25/2024
City Review Period	30-60 days after submissions due
Designation of Conditional Redeveloper	60-90 days after submissions due
Redevelopment Agreement Negotiations/Execution	90+ days after submissions due

The City reserves the right to reject any or all Applications and negotiate contract terms, including the proposed purchase amount, with the selected organizations before entering a written agreement. Nothing in this RFP implies a contractual obligation with any Applicant or firm.

**END OF RFP NARRATIVE  
EXHIBITS FOLLOW**

## **Exhibit A**

### **Legal Descriptions**

Legal Descriptions of the properties are subject to adjustment as to exact boundaries, dimensions, interests and final determination based on a survey.

#### **North Assemblage:**

All of Lots ONE through NINE (1-9), All of Lot THIRTY-TWO (32) and Lot H lying Easterly of said Lot 32 and as described as follows: Beginning at the Northeast corner of said Lot 32 and thence Easterly 25 feet (record) N 62°10'00" E 25.00 feet (measured); thence Southerly 140 feet (record) S 27°50'00" E 140.00 feet (measured) on a line 25 feet east of the easterly line of said Lot 32 to a point on the North line of alley running in an easterly and westerly direction through said Block 65 as shown on plat; thence Westerly 25 feet (record) S 62°10'00" W 25.00 feet (measured) to the Southeast Corner of said Lot 32; thence Northerly 140 feet (record) N27°50'00"W 140.00 feet (measured) to the point of beginning, all in Block SIXTY-FIVE (65) of ORIGINAL TOWN OF NORMAN, Cleveland County, Oklahoma, according to the recorded plat thereof.

#### **South Assemblage:**

The East 12.5 feet of Lot TWENTY-TWO (22), All of Lots TWENTY-THREE through TWENTY-SEVEN (23-27), and the West 11.4 feet of Lot TWENTY-EIGHT (28), all in Block SIXTY-SIX (66) of ORIGINAL TOWN OF NORMAN, Cleveland County, Oklahoma, according to the recorded plat thereof.

**Exhibit B**

**RFP Proposal Forms to be executed for RFP Submission**



## **NOTICE TO BIDDERS / RFP RECIPIENTS**

When submitting bids or responses to RFPs, corporate entities are required to comply with State law regarding authorized signatures.

State statute requires that bids/RFPs “be signed by the chair or vice chair of the Board of Directors, or the President, or by a Vice President, and attested by the Secretary or an Assistant Secretary; or by officers as may be duly authorized to exercise the duties....” 18 O.S. § 1007.A.2

However, if some other official with the corporation, such as a secretary signing a document, such signature needs to be accompanied by a certificate or a copy of a resolution adopted by the Board setting forth the authority of that individual to execute a contract.

With respect to limited liability corporations, every manager is an agent of the company for the purpose of business and binds the limited liability company. Therefore, instruments and documents shall be valid and binding upon the limited liability company if executed by one or more of its managers. 18 O.S. § 2019A

As set forth above when submitting bids and RFPs, certification adhering to the state statutes should accompany documents being turned in for review.

AFFIDAVIT OF NON-COLLUSION

STATE OF \_\_\_\_\_)

COUNTY OF \_\_\_\_\_)ss

\_\_\_\_\_, of lawful age, being first duly sworn, on oath says, that (s)he is the agent authorized by the Applicant to submit the attached proposal. Affidavit further states that the Applicant has not been a party to any collusion among other Applicants or potential Applicants in restraint to freedom of competition by agreement to propose a fixed price or to refrain from submitting a proposal; or with any city official or employee as to substance, quantity, quality, or price in the prospective contract, or any other terms of prospective contract; or in any discussion between Applicant and any city official concerning exchange of money or other thing of value for special consideration in the letting of a contract; that the Applicant has not had any ex parte communications regarding this award with any member of the City Council, City staff, the Selection Committee, their advisors, or any of their contractors or consultants involved with the awarding of this project; that the Applicant has not paid, given or donated or agreed to pay, give or donate to any officer or employee of the City of Norman, Oklahoma any money or other thing of value, either directly or indirectly, in the procuring of the award of a contract pursuant to this RFP.

\_\_\_\_\_

By: \_\_\_\_\_

Subscribed and sworn to before me on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

\_\_\_\_\_

My Commission Expires \_\_\_\_\_

**CERTIFICATE OF NONDISCRIMINATION**

In connection with the performance of work under this contract, the Contractor agrees as follows:

- A. The contractor agrees not to discriminate against any employee or applicant for employment because of race, color, religion, ancestry, national origin, age, place of birth, disability, sex, sexual orientation, gender identity or expression, familial status, or marital status, including marriage to a person of the same sex. The Contractor shall take affirmative action to ensure that employees are treated without regard to their race, color, religion, ancestry, national origin, age, place of birth, disability, sex, sexual orientation, gender identity or expression, familial status, or marital status, including marriage to a person of the same sex. Such actions shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruiting or recruitment, advertising, lay-off, termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. The Contractor and Subcontractor shall agree to post in a conspicuous place, available to employees and applicants for employment, notices setting forth the provisions in this section.
  
- B. In the event of the Contractor's noncompliance with this nondiscrimination clause, the contract may be canceled or terminated by the City Council. The Contractor may be declared by the City Council ineligible for further contracts with the said agency until satisfactory proof of intent to comply shall be made by the Contractor.
  
- C. The Contractor agrees to include this nondiscrimination clause in any subcontracts connected with the performance of this agreement.

I have read the above stated clauses and agree to abide by their requirements.

\_\_\_\_\_  
Contractor

ATTEST:

\_\_\_\_\_  
Name and Title