



Letter to Potential Developer Respondents

On behalf of the Atlanta First Foundation (“The Foundation”) and the Atlanta First Development Task Force of Atlanta First United Methodist Church, I am delighted to invite you to consider an exciting development opportunity in the heart of Atlanta.

The Foundation’s mission is to support the ministry of our beloved church, Atlanta First United Methodist Church (Atlanta First), which has been in ministry with downtown Atlanta for over 170 years. Atlanta First is centrally located between the major thoroughfares of Peachtree Street and West Peachtree Street, just south of Ivan Allen Blvd. As the delineator between downtown and midtown, we believe the time has come to make a significant impact in our city for the days to come. We envision this impact through developing our land to create affordable/attainable housing; investing in the expansion of Atlanta First Day School and Midtown Assistance Center and providing live/work/play amenities with Downtown residents and visitors.

To bring this God-size vision to life, we are looking for the ideal real estate development partner who shares our vision and values while considering the best and highest mission and use. The use of this property must align with the mission and vision of The United Methodist Church, Atlanta First and its commitment to “worship God, serve people, grow together, and engage the City of Atlanta.”

We are excited to engage in-depth discussions with a shortlist of developers to better understand the opportunity and ultimately create development that is mutually beneficial and enhances the life of Downtown Atlanta our beloved city.

As a part of the process, we invite you to a face to face meeting during the scheduled on-site tour on September 9, 2019 and reviewing your final proposal due October 7, 2019.

We look forward to your partnership in this endeavor.

Grace and Peace,

The Reverend Jasmine Rose Smothers
Lead Pastor, Atlanta First United Methodist Church
Chair, Atlanta First Foundation



Executive Summary

Atlanta First Foundation (The Foundation) is soliciting proposals from development teams capable of designing, permitting, and constructing office, retail, housing, parking, and educational facilities in a mixed-use development to be located at the SW corner of Peachtree Street and Ivan Allen Blvd.

This Request for Proposal (RFP) is an important step towards expanding Atlanta First United Methodist Church's (Atlanta First) ministry and outreach, including Atlanta First Day School, and providing much-needed affordable/attainable housing in the City of Atlanta. Our shared development will undoubtedly drive the ongoing revitalization of Downtown Atlanta.

We are looking for a development partner who has the experience, capability, and desire to create a project consistent with the Atlanta First's objectives, values and mission. Our priority is "best and highest mission", alongside "the best and highest use."

Atlanta First appreciates the interest of partners in the real estate development industry and looks forward to selecting one with whom it can collaborate toward the realized vision for this location.

Introduction

The Foundation's mission is to support Atlanta First, and its ministries of making a transformative impact throughout the community. Atlanta First exists to Worship God, Serve People, Grow Together, and Engage with the people of our city. Since 1903, Atlanta First has called Peachtree Street home and will continue to be integral in the growth and transformation of Downtown Atlanta. With a long history of faith, generosity, and sacrifice, Atlanta First is committed to its place in the center of this city. Making our home in the heart of the city allows the congregation to be in transformational ministry with the spiritual and tangible needs of all who wish to worship, serve and need to be saved. Everyone is welcomed at Atlanta First.

Today, Atlanta First serves the people of Atlanta through several missions and partnerships on the church campus and beyond. One of the most essential ministries of the church is the Atlanta First Day School which provides a family-friendly, high quality, and safe environment in the city. It also serves the physical, emotional, spiritual and educational needs of our children.



As such, Atlanta First is looking for a development partner who has the experience, capability and desire to create a mixed-use development with affordable/attainable housing on the church's property in a manner consistent with the church's objectives, values and mission. We intend to consider the best and highest mission, alongside the best and highest use for this development.

[The remainder of this page intentionally left blank]



Background

The Foundation is in search of a partner to co-develop portions (Sites A and B and Buildings 2 and 3) of its approximately 1.87 acres property. The parcel map included below provides information on the location of each building/site.

Building 1

The Atlanta First sanctuary is listed as Building 1, and under no circumstances will it change ownership, be developed, be significantly altered, or removed.

Building 2

Due to its advanced age and inability to operate efficiently, The Foundation has determined that Building 2, the Education Building, must either be demolished or renovated. Respondents must include the explicit choice within the submission.

Building 3 (Outbuilding):

Currently not in use, The Foundation is seeking recommendations on best use and mission development of the site.

Site A:

Currently a revenue generating parking lot located adjacent to Building 2 (Education Building). Approximately 0.40 acres

Site B:

Currently revenue generating parking lot located across Porter Place NE. Approximately 0.54 acres.

An unrelated 3rd party owns the property situated on the south eastern part of Porter Place facing Peachtree Street (currently a parking lot).



Development Objectives

The intent for the RFP is to co-develop Sites A and B as well as Buildings 2 and 3 to include but is not limited to: affordable / attainable housing, market-rate housing, commercial retail, and a space of at least *50,000 square feet* for Atlanta First Day School expansion. The development should include parking to support at least 150 vehicles, and should facilitate adequate school pick-ups and drop-offs.

Ideally, the development plan should allow for the church, Day School, and the Midtown Assistance Center to remain operational during the construction.

The Foundation will invest the full market value of the proposed development site to the development joint venture. Once development is complete, the Foundation intends to participate in the ongoing operational ownership in perpetuity.

The Foundation is soliciting proposals from qualified firms capable and willing to co-develop Buildings 2 and 3 and Sites A and B. Selection will be based on the firm that offers the highest probability of success.

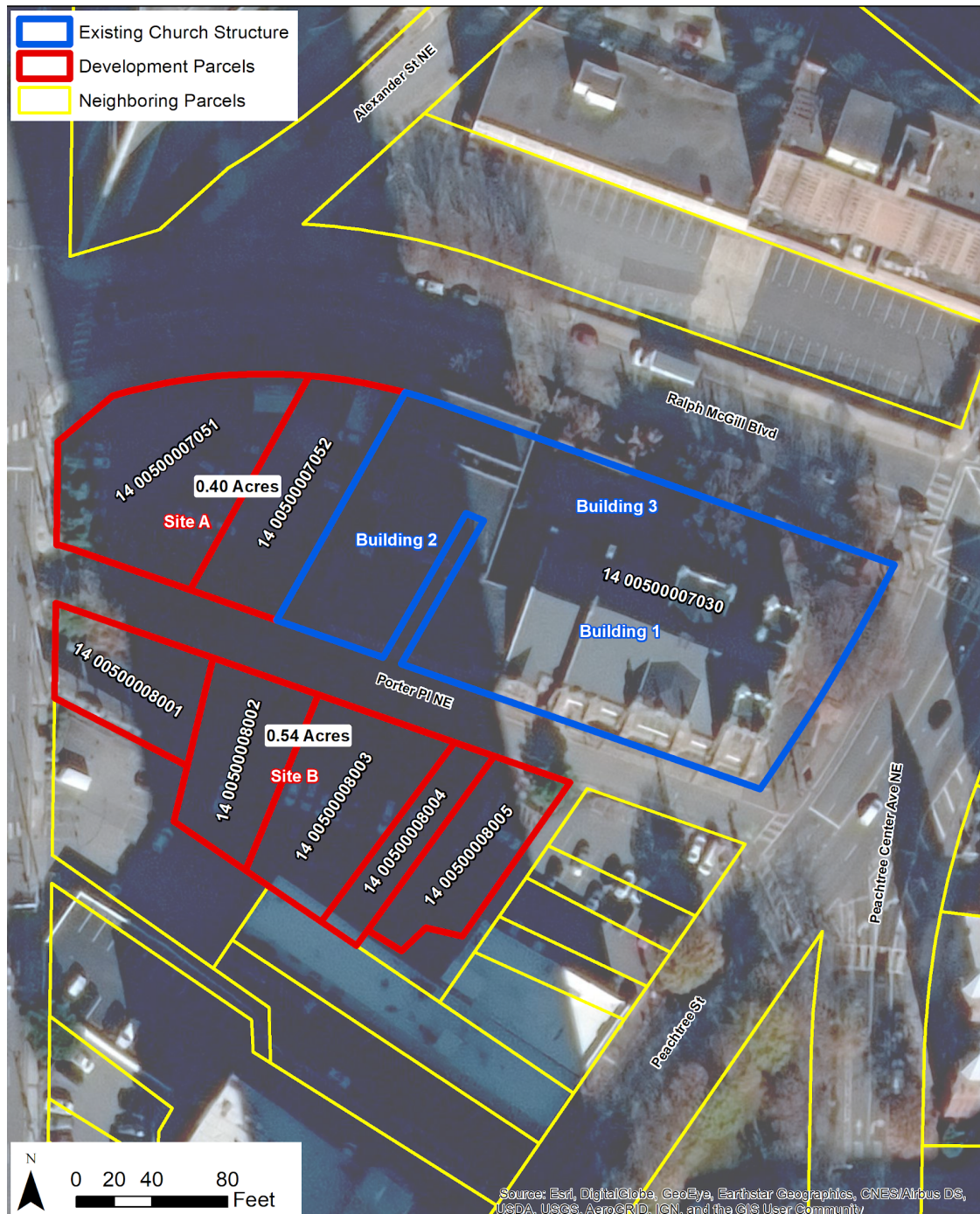
The Foundation has adopted the following overarching strategic goals:

1. Reinvest in Atlanta First's facilities.
2. Create an additional ongoing revenue stream to supplement future church ministries.
3. Support the diverse growth of downtown Atlanta by providing affordable / attainable housing opportunities and housing support services for under-supported downtown populations.

As part of strategic goal 3, The Foundation requests proposals that include innovative approaches to affordable/attainable housing development and construction. The site's strategic Downtown location should be leveraged to include high-density, high-quality housing that is integrated into the urban fabric and provides easy access to transit, amenities, and services which contribute to a high quality of life for disadvantaged populations.



Parcel Map





Site Images



Zoning

All parcels owned by Atlanta First are currently zoned as SPI-1 Downtown Special Public Interest District and reside in the Downtown Core Sub-Area (SA1). The current zoning allows for most land uses and does not contain parking minimums or building setback and height restrictions. For information regarding permitted uses and applicable special use permits required of certain land uses, please refer to the City of Atlanta Code of Ordinances, Part III, Section 16-18A.



Nearby Development Activities and Amenities

The following projects and amenities are important considerations for the future development of Atlanta First and should be taken into account so as to best leverage future growth. Atlanta First does not exist or operate in a silo and plans to be an integral component of Downtown Atlanta. It is expected that the church will be able to better connect with existing aspects of Downtown as well as plan for interaction with future developments.

Medical Arts Building

The Medical Arts Building is located north of Atlanta First and bound by the Downtown Connector, Peachtree Street, and Ivan Allen Jr. Boulevard. Officially recognized by the National Register of Historic Places, there have been talks of recent plans for the building to be redeveloped as a hotel and restaurant space. It is unknown when the implementation of the development plans will begin.

The Stitch

Central Atlanta Progress/Atlanta Downtown Improvement District (CAP/ADID) has published conceptual designs for “capping” the I-75/I-85 Downtown Connector. This project will be a game-changer for the currently under-utilized area between Downtown and Midtown by creating new connections and economic development opportunities. Atlanta First is uniquely situated adjacent to the project boundaries and will be an important gateway to the project and Downtown Atlanta.

Currently, the project has not identified funding nor does it have a timeline for implementation. However, CAP/ADID is working towards assessing the feasibility of the project and determining the best approach. Atlanta First needs to be prepared to embrace the project if / when it arrives. More information on The Stitch project may be found at the link provided: <https://www.atlantadowntown.com/initiatives/the-stitch>

MARTA

Atlanta First sits between two major MARTA stations: Civic Center Station (0.2 miles from Atlanta First) and Peachtree Center MARTA Station (0.3 miles). Downtown residents, employees, and tourists should be considered in future church developments.



Peachtree Center

Located near the church, Peachtree Center is one of Downtown's largest employment centers that houses thousands of employees every weekday. The area includes a collection of restaurants, hotels, and shops. Additionally, the area regularly hosts major conventions and gatherings, including events at AmericasMart, major sporting events, and Dragoncon.

As an integral member of Downtown, Atlanta First wants to be the spiritual home for all residents and visitors. To do this, Atlanta First must maximize its exposure and accessibility to the surrounding area.

Peachtree Street Reactivation Strategy

The Peachtree Reactivation Strategy by the City of Atlanta focuses on three key elements: programmatic activity, physical development, and improved mobility.

The study will identify areas for placemaking improvements along Peachtree Street from North Avenue to Marietta Street including:

- adding residential units, ground floor retail, and service industry uses
- reconfiguring public spaces and upgrading the street and associated infrastructure to contemporary design standards for pedestrian, bike, transit, and automobile traffic

A shared street design is proposed for Segment 3: Peachtree Center (the half mile section along Peachtree Center from Hardy Ivy Park to Margaret Mitchell Square). Shared street design enhances the quality of public life while improving the safety and vibrancy of streets with high levels of pedestrian traffic. It includes curbless (flush) streets, the elimination of surface markings, traffic signs, traffic lights and other control devices.

The City of Atlanta Department of City Planning is in the process of selecting a team to complete the Peachtree Reactivation Strategy and hopes to complete construction on Segment 3 by 2026.



Contents of Request for Proposal

Request for Proposal Requirements:

The following is a summary of the requirements of this RFP. To be considered, the response must contain the following components:

- I. **Title Page:** Title page showing the responses' subject, the Firm's name, address, telephone and email address of the contact person(s), and the date of submission.
- II. **Table of Contents:** The response must contain a detailed table of contents listing sections and subsections that correspond to the requirements of the RFP. The table of contents must also list all tables, appendices, figures, etc. contained in the response
- III. **Executive Summary:** The purpose of the Executive Summary, is to generally describe the Firm and to provide an overview of the Respondent's qualifications. At a minimum, the Executive Summary must contain the complete legal name of the Respondent and the name of the legal entities that comprise the Respondent. The Respondent must provide the domicile where the Respondent and each entity comprising Respondent is organized, including name, brief history, contact name, address, phone number, and email address as well as the legal structure of the entity and a listing of major offices. Multi-disciplinary development teams are encouraged. This may include a variety of firms or organizations, including existing joint ventures. Teams may be comprised of the following types of individuals, firms, and organizations:
 - 1) Developers
 - 2) Real Estate Brokers
 - 3) Architects and Urban Designers
 - 4) Real Estate Development Consultants
- IV. **Transmittal Letter:** A letter signed by the Firm's authorized representative briefly stating the Respondent's understanding of the scope of the Project and a statement of why Respondent believes it is the best-qualified Firm to perform the engagement.
- V. **Conceptual Development Program and Vision:** Respondent must submit a Conceptual Development Plan. The Conceptual



Development Plan is meant to be a short, illustrative document that reflects the Respondent's overall vision and development objectives for their proposed project. At least, a one-page illustration, such as a drawing or artist rendering **must** be provided to help explain the location and appearance of the proposed improvements. The respondent must submit a conceptual development program noting how the Foundation's vision for a mixed-use project is incorporated, including the following components:

- a. Multifamily residential
- b. Storefront Retail
- c. Office / Commercial / Community
- d. School
- e. Parking structure

The program must include estimated number, square feet, and types of residential units; as well as, the square footage and potential types of other uses that will lend itself to a mixed-use development for the site. In addition, please provide a site plan and at least one rendering of the proposed development concept.

- VI. Summary of Innovative Approach to Housing Affordability:** Responds must provide a short summary of the technical approach used to leverage innovative affordability strategies, which may include how the proposal leverages the site's central location, cutting-edge construction methods and technologies, and/or unconventional unit types.
- VII. Transportation Demand Management Strategy:** Responds must include a TDM strategy leveraging the site's easy access to MARTA and the walkability of Downtown to reduce parking demand for new/proposed site uses, including housing. Examples may include unbundling the cost of parking from residential component for increased affordability, bike parking, curb management, and street design that accommodates car sharing, grocery delivery services, and other access for non-single occupancy vehicle mobility.



VIII. Experience and Qualifications: To allow The Foundation to fully understand the capabilities of the Respondent, the Respondent must provide the information requested below for the Respondent. If Respondent is a partnership or joint venture, then for each member of the partnership or joint venture shall provide the following information and meet the following minimum requirements.

Describe each mixed-use and affordable housing project the Respondent completed within the last ten (10) years. The description of each project must include, at a minimum, the following information:

- a. Size in total land, and building area (including height);
- b. Scope of the project;
 - i. Location of the project;
 - ii. Approximate total development Cost;
 - iii. Year completed;
 - iv. Specific role of Development teams' firms;
 - v. Past role of individuals expected to work on this project
 - vi. Affordability approach for or affordable housing projects
- c. Client references and authorization to contact them. Please highlight any faith-based organizations
- d. Experience developing within an urban core of a US city
- e. Experience developing in high-density urban cores
- f. History and experience of awarded Low Income Housing Tax Credits
- g. Experience working with the State of Georgia, Department of Community Affairs
- h. Experience working with Invest Atlanta
- i. Experience working with the Atlanta Housing Authority

IX. Financial Capacity: The Respondent is expected to provide sufficient information, in order to provide The Foundation confidence in the Respondent's financial capability to undertake and successfully finance the development. If the Respondent is a partnership, joint venture, or newly formed entity, financial information should also be provided for the entity that owns and controls the majority equity interest. Contact information/reference from:



- a. A commercial bank and/or institutional partner who can attest to the respondent's capability to absorb predevelopment costs and access the financing to undertake the project.
- b. The respondent's accountant or auditor who can attest to the Respondents financial position and stability.

X. Organizational Structure and Key Personnel: The Respondent must provide:

- a. An Organizational Chart of the Respondent's management structure, the legal form of the Respondent and the state in which it is domiciled. In the case where the Respondent is a partnership, joint venture, or affiliation of two or more firms, please provide information for all participants and the nature of the relationship. This should include organization documents and a brief description of the rights and obligations of the parties.
- b. Corresponding resumes for each of the individuals listed on the Organizational Chart provided. The organizational structure and resumes **must** clearly identify the Respondent's management team. Resumes must include the following information:
 - i. Name and Title
 - ii. Professional Background;
 - iii. Education; and
 - iv. Current and Past Employment
- c. The Respondent must also include a statement that identifies the level of authority vested to every individual within the Respondent's management structure to make decisions on behalf of the Respondent.
- d. Name, address, telephone, email address and fax number for the contact person authorized to communicate and negotiate on behalf of the Respondent.
- e. Provide name and firm of primary outside legal counsel(s) that will represent Respondent regarding this Project.



Respondent Instructions

The Foundation is seeking proposals from firms that have the experience and are capable of co-developing selected parcels of land owned by The Foundation in a manner consistent with The Foundation's objectives and guidelines.

Key Dates

Date	Time	Event	Details	Location/Method
August 12, 2019	n/a	RFP published	www.360Peachtree.com	(online)
September 9, 2019	10:00 AM	Site Visit	Includes project overview and walk-through. Attendance is not required but is strongly encouraged.	360 Peachtree Street Atlanta, GA 30308
September 16, 2019	11:59 pm	Deadline to submit RFP questions	To ensure the dissemination of accurate and consistent information, please submit all questions in writing via electronic mail to: Info@360Peachtree.com on or before September 16, 2019. Do Not call or visit the staff at Atlanta First.	(email)
September 23, 2019	n/a	Question answers posted to project website.	We will be answering all the questions publicly on the website www.360Peachtree.com by August 5, 2019.	(online)
October 7, 2019	11:59 pm	Submission Deadline	Responses to this RFP must be received by The Foundation. Any responses received after this time may be rejected. See following page for submission instructions.	See following page
TBD	n/a	Oral Presentations	(if necessary)	TBD



Submission of Proposal

Responses should be signed by hand by a Principal of the Respondent Firm with authority to enter into a Contract with ATLANTA FIRST. Joint ventures or partnerships must designate one joint venture / partner to represent the joint venture / partnership in submitting and executing a proposal. Each Respondent is responsible for the preparation of its proposal and for the costs of preparing and submitting the proposal.

Each Respondent acknowledges and agrees that once submitted to The Foundation, each proposal will become the property of The Foundation, without compensation to the Respondent, for The Foundation's use, at its sole discretion.

Respondent must submit its proposal in the following manner:

- At least one electronic USB Flash Drive
- Five physical copies

Each proposal must contain an index and separate sections for the required information.

Proposals must be sealed and clearly marked, identifying the following information on the front of the package:

- Respondent's Name / Company Name, Address and Phone Number
- Addressed to:

Atlanta First Foundation

360 Peachtree Street N.E.

Atlanta, Georgia 30308

[The remainder of this page intentionally left blank]



Availability of Electronic Documents

This RFP is being made available by electronic means at www.360Peachtree.com on July 1, 2019. By responding to this RFP, Respondents accept full responsibility to ensure submission to the correct and latest RFP, including any addenda issued by The Foundation.

Qualification Statement Evaluation

Proposals will be evaluated by the Foundation Development Task Force. The Development Task Force will conduct an evaluation of the Respondents' proposals based on the evaluation criteria described below. Respondents may be required to make an oral presentation to the Development Task Force after submitting their proposals. Proposal evaluation will be based upon the following, in order of importance:

1. Developer/Development Team Project Experience
2. Conceptual & Financial Development Plan
3. Absolute number, percentage and type of affordable/attainable housing units proposed
4. Economic Opportunity for The Foundation
5. Developer/Development Team Composition
6. Developer/Development Team Staff Experience References
7. Financial Capability
8. Respondent diversity & inclusion

Equal Employment Opportunity and Disadvantaged Business Utilization

The Foundation is proud of its rich history of diversity and inclusion regarding race, gender, religion, sex, sexuality and national origin. All respondents are strongly encouraged to consider the use of historically disadvantaged business enterprises that may reflect the diversity that downtown Atlanta represents. Respondents will be required to document their good faith efforts in this regard as an integral part of their proposal.



Insurance Requirements

Respondents are advised that the successful Firm will be required, at the sole expense of the Respondent, to maintain in effect during the term of the Contract the following coverage and limits of insurance:

- Commercial General Liability, Bodily Injury and Property Damage, including Contractual Liability and Products/Completed Operations Limits of Liability may be provided under a Commercial General Liability policy and Umbrella Liability policy if desired.
- Workers Compensation - Georgia Statutory coverage and Employers Liability of not less than \$1,000,000.
- Automobile, Bodily Injury and Property Damage Liability, with not less than \$10,000,000 single limit per occurrence.
- Professional Liability, not less than \$1,000,000 single limit per occurrence.
- Pollution Liability, not less than \$1,000,000 single limit per occurrence.
- Builders Risk: During the course of construction, Builders Risk insurance is required on a completed value basis against all risks of physical loss, covering the replacement cost value of work performed and the equipment supplies and materials.

All policies shall contain a Waiver of Subrogation as applicable. The Foundation must be listed as Additionally Insured on all policies as applicable. The previous coverages must be secured from insurers and on forms of policies acceptable to the Authority and must include provisions that such insurance cannot be canceled, nor its limits reduced, without at least thirty days prior written notice to The Foundation. Before work begins under the Contract, The Foundation must be provided with certificates of insurance that all such insurance is actually in effect, and if any such insurance expires or is canceled before all work under the Contract has been completed, then proof of the extension, renewal or replacement shall be provided at least 30 days before such insurance expires or lapses. The Respondent will be required to furnish evidence of insurance in the form and format requested by the The Foundation.



Rejection of Qualification Statements; Cancellation Of RFP; Waiver of Technicalities

The Foundation reserves the right to reject any and/or all Qualification Statements, to waive any technical defect in one or more Qualification Statements, or to cancel this procurement entirely at any time for any reason or no reason. The Respondent shall not rely on oral clarifications to the RFP unless they are confirmed in writing by The Foundation in an issued addendum.

Appendix

1. Building Architectural Drawings

[The remainder of this page intentionally left blank]