



**REQUEST FOR PROPOSALS**

**2.84 ACRE UNDEVELOPED LOT**

**ROBIN LANE**

**CITY OF FOREST PARK, GEORGIA**

**Issue Date: October 3, 2023**



**DEVELOPMENT OPPORTUNITY ROBIN LANE**

**2.84 ACRE UNDEVELOPED VACANT LOT**  
**PARCEL # 13018D B001**  
**OWNED BY THE CITY OF FOREST PARK**

**SECTION 1: INTRODUCTION**

The City of Forest Park, Georgia (the “City,” which herein may also refer to an agency of the City that owns the subject property) is seeking development proposals from qualified development firms (“Developers”) to purchase and develop certain city-owned properties. Located in the Downtown Main Street Redevelopment District, these unique properties offer opportunities for residential, retail, and mixed-use development and redevelopment.

The revitalization of Forest Park’s Main Street, formally a commercial corridor developed in the 1960s, is a priority for the City to bring restaurants, entertainment, commercial services, and new residents to the City. To drive this revitalization, the City has completed a Livable Communities Initiative (LCI) that foresees this growth. The City has also established an Entertainment District on Main Street to provide high-quality living.

The City seeks a developer with proven development and financial ability who will share the vision of Main Street and assist the City in bringing the vision to life. To further this, the City is amenable to entering into a development agreement with a qualified developer. The City may also consider certain inducements in exchange for achieving mutually beneficial development outcomes.

Because of the rapid growth in local jobs and the expansion of companies within the City, there is an increasing demand for residential housing and commercial services. The City recently welcomed Blue Star Studios which made a \$180 million investment in film and TV production studios in the City, bringing an estimated 1,200 jobs. Gillem Logistics Center, the former Army base being redeveloped by the City, now supports about 3,500 jobs with that number expected to grow to 5,000. These new jobs and large employers, such as Amazon, Kroger, and Boeing, present unmet opportunities for developers to assist in the City’s residential and commercial expansion which will be focused on Main Street.

The Clayton County Board of Education is constructing a \$92 million STEM Forest Park Middle School in the proximity of these properties in anticipation of the growth of Forest Park. The City recently opened a new \$8 million public safety facility to better serve its citizens. A new City Center is planned for City Hall and will integrate into our 20-acre Starr Park to provide better access to City services and recreation.



## **SECTION 2: PROPERTY INFORMATION**

The Robin Lane property is 2.84 acres of undeveloped land in north Forest Park. The rectangular lot with approximately 600 feet of frontage on Robin Lane is surrounded by quiet residential neighborhoods and is directly across from a church. The property, near the intersection of College Street, is one block away from Jonesboro Road, a main commercial corridor. Ideal for mixed-use development with a variety of nearby dining, retail, commercial services and entertainment, the property has all utilities.

The property is less than ten miles from Downtown Atlanta and less than two easy miles to I-75, I-285, I-675 and surface streets. Forest Parkway, a main transportation corridor one block away, provides a variety of dining, retail, and commercial services. Hartsfield-Jackson Atlanta International Airport is approximately three miles away. Gillem Logistics, the approximately 1,200-acre City logistics business park with 3,500 jobs, is about two miles from the site.

## **SECTION 3: ZONING, UTILITIES & AMENITIES**

The property is currently zoned residential, and the city will consider a mixed-use development. The City will walk the chosen developer through its zoning and permitting process for the project. Please see the Forest Park Zoning Ordinance, Section 8-8-54, pg. 612 for development guidelines:

[https://www.forestparkga.gov/sites/default/files/fileattachments/planning\\_building\\_and\\_zoning/page/10451/official\\_city\\_of\\_forest\\_park\\_ordinance- chapter 8 zoning 9.7.2021 114264.pdf](https://www.forestparkga.gov/sites/default/files/fileattachments/planning_building_and_zoning/page/10451/official_city_of_forest_park_ordinance- chapter 8 zoning 9.7.2021 114264.pdf)

## **SECTION 4: PROPOSAL FORMAT AND CONTENTS**

Preference to proposals will be given to those that feature mixed-use developments with office, retail, restaurant, and residential land uses. Proposals may offer ownership and/or leased housing facilities. Proposals advocating the construction of leased housing, condominiums, and multi-family residential that may be converted to owner-occupied housing will also be considered. The properties are offered “as is.”

Proposals from developers who have demonstrated experience in similar downtown main street areas will be given preferential attention. Proposals must be presented in the order and manner described in the paragraphs that follow. The proposal must meet all the requirements of this part of the RFP. Any other information or exhibits thought to be relevant, but not applicable, to the enumerated categories, should be provided as an appendix to the proposal. If the Proposer elects to attach publications to respond to a requirement, they must reference the document number and page number. The proposal must address the following elements.

**4.1 Statement of Project (s) Understanding:** State in concise terms your understanding of the project presented in the RFP and your recommended approach to developing the property. Explain why your firm is interested in this specific project.



**4.2 Conceptual Plan:** Provide a conceptual site development plan that shows the proposed locations of buildings and/or improvements to be constructed on the property. Include a description of the proposed units, including anticipated gross and finished square footage, possible architectural design features and anticipated unit/housing pricing. Include renderings and possible floor plans of proposed units. Any proposal that is contingent upon the construction of a “gated community” should be clearly illustrated as such, with all proposed vehicular controls and/or perimeter fencing clearly identified. Proposals are free to suggest more than one conceptual plan or offer alternatives. Alternatives may address different development densities, price points, access assumptions or other variables that could impact the Proposer’s offering price or payment terms for the site.

**4.3 Project Approach:** Describe in narrative form the technical plan for accomplishing the development from property acquisition to completion. This approach should include time frames and address the following elements:

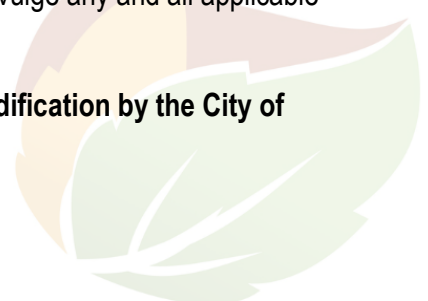
- Demolition of remaining improvements (if necessary).
- Construction start date
- Projected phasing and absorption
- Proposed plan for accessing the property
- Site improvements, amenities, or other relevant factors
- Marketing strategy and approach
- Describe how the development will address market needs and demand
- Outline a financial plan and resources required to complete the project. Identify plan to obtain required resources and their impact on the project
- Identify your firm’s plan to address issues including, but not limited to, development agreement, zoning, land acquisition, permitting, and improvements required to proceed with construction
- Describe unique design elements or features to be incorporated into the development

**4.4 Proposed Contract for Purchase:** This section should address the terms and conditions under which the Proposer would agree to purchase the as-is Project Site from the City of Forest Park. This section should include but not be limited to the following elements:

- Clearly describe the purchase price and proposed payment terms being offered, including a projected closing date
- List any and all buyer contingencies associated with that offer, including due diligence to be completed prior to closing and all variables impacting the offering price
- List all requested actions of the Seller, which must be completed prior to closing

Proposers may choose to offer alternative terms of sale for the City’s consideration if, in the Proposer’s judgment, the presentation of options or alternatives would strengthen the proposal. It is the City’s intent to utilize the content of this section as the basis for an actual Contract for Purchase with the selected developer, so it is incumbent upon the Proposer to divulge any and all applicable terms and conditions within this section.

**The final contract will be subject to the approval, rejection, or modification by the City of Forest Park.**



**4.5 Qualifications and References:** The proposal shall include a description and history of the development team, including a statement of qualifications, relevant development experience, financial capacity to purchase the Project Site under the terms offered, and capability to complete the proposed development. Provide a list of projects of a similar nature that your firm or assembled team has completed or is currently working on. Provide contact information for qualified people who may provide references. This information should include, but not be limited to, the General Contractor and the Architect.

**The City expects all key members of the Proposer's development team who would undertake this project to be determined in advance of the proposal submission and clearly identified within the proposal.**

**4.6 Evidence of Financial Capability to Undertake the Project:** The proposal shall include adequate documentation of the Proposer's financial strength and ability to obtain project financing for both the acquisition and development of the Project Site. The City may consider the following financial information, or acceptable substitute, to establish the Proposer's financial viability: most recent available audited financial statement, annual reports, management letters, letters of credit or support by banks or other lending institutions, etc.

**4.7 Reconveyance Rights:** If the conditions set forth are not met after the closing of the property, the Seller, in its sole discretion, shall be entitled to demand by written notice (a "Reconveyance Notice") that the Purchaser reconvey the Property to Seller. Such repurchase shall occur on or before the ninetieth (90th) calendar day following the later of (a) the delivery of the Reconveyance Notice, or (b) the date on which all governmental approvals and consents have been obtained by Seller such that the Seller is ready, willing, and able to repurchase the Property (such later date hereinafter the "Repurchase Date".) The property shall be repurchased at the purchase price agreed upon, regardless of what improvements have been made upon the Property, and upon the same terms and conditions as contained herein, except that the Seller shall not be entitled to any credit for the earnest money deposit. Additionally, the development on the Property shall be finished, as evidenced by the material satisfaction of all requirements necessary for the issuance of a temporary (if applicable) or permanent Certificate of Occupancy, no later than the first (1st) anniversary of the Commencement Deadline (such date, the "Completion Deadline"). In the circumstance in which development on the Property has begun but not finished by the Completion Deadline, then Seller may, at its option and in its sole discretion, deliver a Reconveyance Notice and exercise its Reconveyance Rights as outlined hereinabove.

**4.8 Substantive Nature of Proposals:** Proposals that are not substantive may be considered nonresponsive. It is not sufficient for the vendor to address the proposal in general terms or in terms other than those outlined in the proposal. The format of the proposal must be as outlined. Proposal should be prepared simply and economically, providing a straightforward, concise description of the vendor's ability to meet the requirements of the RFP.



## **SECTION 5: EVALUATION AND SELECTION PROCESS**

**5.1 Highest Responsible Bidder:** The City will make the award in accordance with Georgia law to the highest responsible bidder meeting the terms and conditions as set forth herein.

### **5.2 Proposal Evaluation Process:**

#### *5.2.1. Initial Classification of Proposals*

During the evaluation phase, the City will form an evaluation team comprised of the City Manager, Mayor, Director of Economic Development, and others to initially review and screen the proposals for responsiveness to this RFP. Proposals determined to be technically non-responsive or not as responsive as other proposals may be eliminated at this point. Proposals passing this initial screening will be contacted for an interview to clarify specific matters presented in the proposals. These discussions will allow respondents to elaborate on his/her proposal and to request other pertinent information. Information gained during these discussions, and information presented in the proposal, will be used to rank proposals in accordance with criteria stated in the RFP. One or more interviews, including a possible presentation of proposals at a public/neighborhood forum, may be required before rendering a decision. The following factors will, at a minimum, be considered during the proposal evaluation process:

- Qualifications, experience, and capabilities of the development team
- Responsiveness to the purposes and objectives of the RFP
- Incorporation of “new urbanism” and other innovative planning principles into the overall project design
- Overall project quality and projected end value at completion
- Market and financial feasibility of the proposed development.
- Financial strength of the firm and ability to capitalize the project
- Offered purchase price, contingencies and favorable terms offered for the assembled property
- Demonstrated ability and willingness to close the transaction and assume property ownership as quickly as possible
- Project impacts on surrounding neighborhoods, and construction implementation timeline.

#### *5.2.2. Cone of Silence*

The Cone of Silence shall be imposed on this RFP upon its advertisement. The Cone of Silence prohibits the following activities:

1. Any communication regarding this RFP between a potential vendor, service provider, Proposer, Board Member, lobbyist or consultant and the City’s professional staff;
2. Any communication regarding this RFP between the Mayor, Council members, Board Member, and any member of the Mayor and Council’s professional staff;
3. Any communication regarding this RFP between potential vendor, service provider, Proposer, Board Member, lobbyist or consultant and any member of a selection committee;
4. Any communication regarding this RFP between the Mayor, Council members, Board Member, and any member of the selection committee therefore;

5. Any communication regarding this RFP between any member of the City's professional staff and any member of the selection committee; and
6. Any communication regarding this RFP between a potential vendor, service provider, Proposer, Board Member, lobbyist or consultant and the Mayor or Council

All other provisions of the RFP will be considered, and the City has not formally established weighting criteria for the above factors. Proposers can reasonably assume that factors related to the overall sale terms, project design and feasibility, experience, and financial strength of the development team are relevant and will be given equal consideration. The evaluation team will complete the evaluation process and offer recommendations to the City concerning the ranking of proposals and the selection of a preferred proposer or developer for further negotiation. The City will be responsible for the final selection. Upon selection of a preferred developer, the City may delegate responsibility to the Executive Director to negotiate a development agreement and purchase contract for the property.



## **SECTION 6: PROPOSAL SUBMISSION DEADLINE AND OPENING**

### **6.1**

**To be considered, proposals must arrive at the City of Forest Park, Office of the City Manager at 2:30 PM on Tuesday, October 31, 2023.** Respondents are required to submit six (6) sets of complete documents and one electronic copy via USB, all copies to be signed in blue ink by the respondent's contractually binding authority. All proposals are to be inserted in a sealed envelope and clearly marked on the outside with the proposal RFP – Development of City Owned Property, the project name, and the submitting proposer's name, addressed, and delivered by the date specified to:

Ricky L. Clark, Jr.  
Attn: RFP – Development of City Property  
City Manager, City of Forest Park  
785 Forest Parkway  
Forest Park, Georgia 30297

6.1.1. Any proposals received after the stated time and date shall not be considered. It shall be the sole responsibility of the Applicant to have their proposal delivered to The City of Forest Park for receipt on or before the above stated time and date. The time/date stamp clock located in the City Manager's Office shall serve as the official authority to determine the lateness of any proposal. The proposal delivery time shall be strictly observed. If the U.S. Postal Service sends a proposal, the Applicant shall be responsible for its timely delivery to City Hall. Proposals delayed by the mail shall not be considered, and arrangements shall be made for their return at the Applicant's request and expense. Under no circumstance shall bids be delivered after the specified time be considered.

6.1.2. Respondents must submit a complete response to this request for proposal (RFP) using the format outlined herein. The Proposer shall include all documents necessary to support its proposal and include them with its proposal. The Proposer shall make no other distribution of proposals directly to City officials. Materials or information received from a prospective respondent as a result of an addendum by the City Manager shall not be considered a violation of this paragraph if received prior to the submission deadline.

6.1.3. At the above-designated time and date, the City Manager will read aloud and list all names of all proposers. No other information will be disclosed at that time. No other information will be disclosed, nor shall the proposals be considered open record until after execution of a Purchase and Sale Agreement. All information received in response to this RFP, including copyrighted material, is deemed public information and will be made available for public viewing and copying shortly after award with the following four (4) exceptions: (1) bona fide trade secrets meeting confidentiality requirements that have been properly marked, separated, and documented; (2) matters involving individual safety as determined by the City; (3) any company financial information requested by the City to determine vendor responsibility, unless prior written consent has been given by the Offeror; and (4) other constitutional protections.



6.1.4. Upon opening the sealed proposals received in response to this RFP, the City representative in charge of the solicitation will review the proposals and separate out any information that meets the referenced exceptions in Section 6.1.3. above, providing the following conditions have been met:

- Confidential information is clearly marked and separated from the rest of the proposal.
- The proposal does not contain confidential material in the cost/price section; and
- An affidavit from an Offeror's legal counsel attesting to and explaining the validity of the trade secret claim is attached to each proposal containing trade secrets. Information separated out under this process will be available for review only by limited designees.

Offerors must be prepared to pay all legal costs and fees associated with defending a claim for confidentiality in the event of a "right to know" (open records) request from another party.

6.1.5. The City will begin review of proposals immediately after the submission deadline. During the evaluation phase, the City Manager will establish an evaluation team to review the proposals against the technical requirements of this RFP and make a recommendation. It is anticipated that the City will act on the evaluation team's recommendation at the next available public meeting. At such time, the selected Proposer and the City would proceed to sign a contract for sale in accordance with the contents of the selected response.

***The City reserves the right to request additional information or to clarify submitted information, to alter the procedures for selection, or to reject any and all proposals and to waive any informalities or irregularities in the procedure. Please contact us with any questions you may have prior to the submission deadline.***

#### **6.2. Pre-Proposal Conference:**

**A pre-proposal conference will be held to discuss this RFP at 4:00 PM on Wednesday, October 11, 2023, at the Kimpton Overland Hotel, 2 Porsche Drive, Atlanta, GA.** The purpose of the conference will be to provide interested proposers with an oral presentation of the City's vision and requirements, and to allow the presentation of questions. All parties wishing to submit proposals are strongly encouraged to attend this conference. **Please contact Rochelle B. Dennis, Office of Economic Development, [rdennis@forestparkga.gov](mailto:rdennis@forestparkga.gov) to register for the Pre-Bid Conference by 5:00 PM Tuesday, October 10, 2023.**



## **SECTION 7: TERMS AND CONDITIONS**

**7.1 Clarification of Submittals:** The City reserves the right to obtain clarification of any point in a respondent submittal or to obtain additional information.

**7.2 Compliance with City, State and Federal Laws and Permit Requirements:** The successful Proposer shall comply with all rules, regulations (health, fire, and safety), laws and permitting requirements of the City of Forest Park, the State of Georgia, the Environmental Protections Agency (EPA) and the U.S. Government, now in force or hereafter to be adopted.

**7.3 Licenses and Permits and Taxes:** The successful Proposer shall abide by all ordinances and laws pertaining to this operation and shall secure, at his or her expense, all licenses and permits necessary for construction of the proposed development. The Proposer shall also be solely responsible for payment of any and all taxes and permit fees.

**7.4 Assignment and Subcontracting:** The successful Proposer may not sell, subcontract, or otherwise transfer its interest in a final contract without prior written consent of the Forest Park City Council and DDA.

**7.5 Indemnification The successful Proposer:** The successful Proposer agrees to indemnify and hold harmless the City, its agents, assigns, and employees from and against all claims, demands, liabilities, suits, judgments and decrees, losses and costs of expenses of any kind or nature whatsoever on account of injuries to or death of any person or persons or damage to any property occurring directly or indirectly from performance of work hereunder by the Proposer or its employees, agents, servants, associates or subcontractors however such injuries or death or damage to property may be caused.





## PROPOSAL FORM COVER SHEET

**SUBMITTED TO:**  
The City of Forest Park  
Attn: Ricky L. Clark, Jr., City Manager  
785 Forest Parkway  
Forest Park, Georgia 30297

**Responses must be received by 2:30 PM on Tuesday, October 31, 2023.**

**The time/date stamp clock located in the Office of the City Manager shall serve as the official authority to determine the lateness of any proposal. The above response deadline shall be strictly observed. Under no circumstances shall proposals delivered after the specified time be considered. Such proposals will be returned unopened.**

*Type or print*

SUBMITTED BY:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Firm

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State & Zip

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Email

***I am fully aware of the requirements established by the City for selection of a developer and accept these requirements. The attached information is complete and accurate.***

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date



**Appendix A: Robin Lane**



**Appendix B: Robin Lane Property Boundaries**



## Appendix C: Blue Star Studios Opening Soon



### Stages & Offices

**BLUESTAR STUDIOS Phase I - Site Plan**

Stages:	39,384 sq. ft.
Offices:	19,239 sq. ft.
Mill/Flex:	39,116 sq. ft.
Parking:	336
Base Camps:	3 Dedicated

### Campus Overview

- Opening mid-August 2023!
- Renovations/reclamations of historic Ft. Gillem Army Base
- Stages: Two new 20,540 sqf (41,080 total) purpose built stages
- Mill/Flex/Warehouse: 30,000 sqf
- Office: 29,000 sqf (16K sqf new)
- Parking: 330+
- 12 minutes from Atlanta Airport
- 20 minutes from downtown Atlanta



### Future Plans

Fully built-out, Blue Star Studios will consist of 14 stages (a total of 308,000 sq ft), 184,000 sq ft of mill space, and 149,000 sq ft of offices.



