



## **Introduction**

Build Baton Rouge (“BBR”) is pleased to announce the development of the intersection of Plank Road at Choctaw Drive.

Build Baton Rouge began operations in 2009. As the statutory Redevelopment Authority of East Baton Rouge Parish, our mission is “Bringing people and resources together to promote equitable investment, innovative development, and thriving communities across all of Baton Rouge.” In 2019, Build Baton Rouge published a Master Plan for the Plank Road Corridor, [Imagine Plank Road](#), which identified the need for the provision of fresh foods and affordable housing in one of the most underserved corridors in the Parish. This development project fulfills both needs, as well as will serve to catalyze the corridor at a vital intersection near a new bus rapid transit (BRT) stop.

BBR is seeking statements of interest and evidence of capacity (“RFP”) from qualified Developers/Development Teams with the vision, resources and expertise to develop and manage a mixed-use development consisting of 40,000 square feet of commercial space addressing fresh foods and food deserts, at least 10 affordable residential units, and potentially relocating the existing Hancock Whitney ATM within the site or other location as to be agreed by Hancock Whitney. The project site is located at the northwest corner of Plank Road and Choctaw Drive in North Baton Rouge.

BBR will review all RFP submissions and will shortlist a group to interview. Ultimately, BBR shall begin exclusive negotiations with the selected Developer/Development Team (“Selected Developer”) to finalize the proposed structure of development in accordance with the parameters identified in this RFP.

## **Questions**

Any Developer should submit any questions, via email, to the Agent by January 29, 2025. The Agent will post valid questions and answers within two days after question submission. The questions and the answers shall be circulated to all parties intending to submit a proposal.

## **Expiration**

Responses to the RFP must be received by February 4, 2025 at 12:00 PM Central Standard Time. Responses are to be delivered via email to [gina@greencoastenterprises.com](mailto:gina@greencoastenterprises.com) with copy to [gsiemers@buildbatonrouge.org](mailto:gsiemers@buildbatonrouge.org)



Review of responses and selection of the short list of Developers will be completed by February 6 at 12:00 PM, 2025. The short-listed developers will be notified by the Agent and will be invited to interview February 10 or 11, 2025. BBR may amend this schedule at any time. Written notice of any changes will be communicated by email.

BBR has no obligation whatsoever until all agreements (cumulatively the “Development Agreement”) are finalized. BBR has the right to reject any and all offers. Developers are invited to pursue at their own cost and risk.

### **Compliance**

BBR will be applying for Federal funds for this project of at least \$1M to be used for pre-development, which will require a NEPA review from the City-Parish of Baton Rouge prior to finalizing choice limiting contracts or other activities not excluded or exempt pursuant to applicable regulations. Execution of final agreements including without limitation the Development Agreement or final construction contract may be delayed until the NEPA process is completed or otherwise limited to exempt or excluded activities pursuant to 24 CFR 58.34 or 24 CFR 35.

### **Project Procurement Agent**

GCE Services, LLC is the Agent. The Agent may be reached at [gina@greencoastenterprises.com](mailto:gina@greencoastenterprises.com). Email is the preferred method of communication.

### **PROJECT GOAL**

BBR is seeking comprehensive development proposals for the intersection of Plank and Choctaw Streets.

- 40,000 sqft of new construction commercial space addressing fresh foods and food deserts: tenants include the Three O’clock Project and YMCA. Three O’clock project requires a Certificate of Occupancy ASAP, preferably in 2025.
- A minimum of 10 affordable residential units; housing can be rental or for-sale
- Relocating the Hancock Whitney ATM. (TBD)
- Negotiate the purchase of the two lots (see appendix) at the corner of Plank and Choctaw
- Meet 2021 Building energy code
- Above code wind ratings
- Stormwater Management Best Practices including building at least 1’ above base flood elevation
- Engaging into the street for future BRT access and bus stop



- Engagement as needed with the nearby community
- Lease payments and proposals for a long-term land lease

#### **BUILD BATON ROUGE PARTICIPATION**

- Balance Sheet Support
- Co-guarantor of loans
- Excellent political relationships with local and state elected officials
- Current relationships with potential tenants to the mixed-use property
- Provider of the land to the development project
- Actively applying for \$1M of federal funding for pre-development activities
- Partner on additional funding applications via government and private philanthropic sources
- Leading the negotiation of the purchase of the two corner lots (see appendix)

#### **DESCRIPTION OF SERVICES OF THE DEVELOPMENT TEAM**

BBR considers the services that are envisioned and generally described herein to be necessary. Respondents shall assume them to be mandatory. The actual, final scope of services, however, may differ, may be greater or lesser, and shall be determined prior to execution of a prospective Development Agreement with the Selected Developer after the RFP process. The relationship of the Selected Developer to BBR is envisioned to be that of an independent entity, regardless of eventual financial arrangements selected for actual development. It is recognized that the Selected Developer will likely be made up of multiple entities. A Development Agreement with other supporting project agreements will govern the development, design, construction, and operation of the Project. The Selected Developer will be responsible for:

1. Thoroughly evaluating the analyses conducted to date concerning the proposed mixed-use project and conducting or commissioning additional updated analyses.
2. Assembling a suitable team experienced in the development, financing, design, construction, implementation, branding and operational management of commercial residential housing, retail and parking, particularly those situated in a mixed-use urban development.
3. Entering into an agreement with BBR such that the present and future economic, operational and connectivity goals and objectives of BBR are aligned with the Selected Developer.

The Selected Developer will be responsible for all aspects of the envisioned Project through substantial completion of the Development Plan and final occupancy, with coordinated



approval of BBR. The Selected Developer shall be responsible for all services provided whether such services are provided by the team or by the financial partner, architect, operator or any of its consultants or sub-consultants.

The Selected Developer will have similar experience with regard to developing, managing, marketing the site. If it is beneficial to the developer, the developer may sell the affordable housing units to an operator or as condominiums if allowed pursuant to all applicable regulations and grants.

Responsibilities of the Selected Developer will also include: conceptual and logistical planning during preconstruction, construction, facility transition periods near the end of the Project; operating plan development, provision of project quality control systems, insurance, resubdivision (if required), safety and compliance programs, permitting, constructability reviews as necessary, monitoring construction building controls and milestone schedules; review of reports, manuals, and developed standards from providers of inspection, testing, commissioning, and training services; effectively monitoring project costs; negotiating contracts for labor, material and services to the extent necessary. The Selected Developer will have the responsibility for overseeing and implementing the Project on a daily basis pursuant to its agreement(s) with BBR, and will provide the resources and expertise necessary to effectively monitor, review and help coordinate as necessary on behalf of BBR, services performed by others involved in the Project. BBR will assign a Contract Administrator for the prospective Development Agreement, whose services also may be augmented with that of other resources.

The Selected Developer will keep BBR well informed of this progress of the Project through all phases, and will ensure that the relevant BBR agreements and contracts are being adhered to. The Selected Developer is encouraged to provide collegial collaboration, guidance, and assistance. BBR expects that the Selected Developer and all team members for this Project approach it with a spirit of teamwork, openness and partnership with each other and BBR. It is required that BBR be invited to substantive meetings such as key construction meetings. The Selected Developer will be responsible for providing, through the remaining RFP process and prospective Development Agreement, all elements of suitable and successful mixed-use development and operation pertaining to this project.

#### **ADDITIONAL INFORMATION ABOUT THE PROJECT**

##### **Commercial:**

- The Three O'clock Project will be operating their commercial kitchen out of approximately 30,000 sqft. Lease structure and rate is TBD; initially Three O'clock Project will have a land lease and anticipates ownership of their space at some point pursuant to terms to be negotiated. The developer at this point will be responsible



for the cold dark shell (roof, structure, exterior openings) for the buildout unless otherwise negotiated with the Three O'clock Project.

- Ritter Maher Architects have begun designing the interior buildout
- Parking Needs: approximately 30 spots of secured access for employees. Could likely have up to 40 volunteers at a time
- Timeline: Three O'clock Project needs permanent space ASAP. Please identify a reasonable timeline they could begin to operate out of their space.
- The YMCA of Baton Rouge will operate a small-scale grocery store (approx. 8,000 sqft) adjacent to the commercial kitchen. The YMCA and the Three O'clock Project will share a commercial kitchen.

#### Affordable Housing:

At least 10 units of affordable housing. There are no restrictions on the income level, size, etc. There is no timeline on the delivery of these units as of now. All affordable units should meet an Energy Star certification. Build Baton Rouge will not be responsible for property management.

#### Hancock Whitney ATM:

There is an existing ATM on the SE corner of the site. BBR is in discussions with Hancock Whitney about a relocation. Final determinations to be negotiated with Hancock Whitney.

#### Available Funding sources

- Federal Funds – Build Baton Rouge is applying now for pre-development funds through the City of Baton Rouge (anticipated \$1M). Additional funding may be available for construction.
- Transit Oriented development funds (ex RRIF) – The Plank – Nicholson BRT line is anticipated to go under construction in 2025 with a stop will be at that intersection
- NMTC Eligible
- LIHTC Eligible – QCT 2025 census tract 22033000500
- Plank Road Economic Development District – enable TIF district
- PILOT / By virtue of land lease there are no property taxes
- Wilson Foundation – up to \$500,000 in pre-development or construction funds the development team can apply for with Build Baton Rouge. This funding source does require a non-profit to be involved, which could be direct to tenants via agreement.
- Three O'clock Project is projected to be able to fundraise sufficiently to support their buildout
- Opportunity Zone Eligible
- Brownfield Assessment Target Area – Build Baton Rouge may be accessing these funds through a DEQ Grant to procure a Phase 1 Environmental Assessment



## **Timeline**

### **Submittal Timeline:**

1. RFP Release Date: January 14
2. Questions Due: January 29 by 5:00 PM
3. Responses Due: February 4 by 12:00 PM
4. Notification of Short List: February 6 by 12:00 PM
5. Interviews: February 10 or 11 time TBD
6. Proposed Developer Selection: Week of February 10

### **Project Timeline:**

1. Development Agreement executed with Build Baton Rouge after the NEPA process is completed. Predevelopment work can commence immediately.
2. Delivery of the Three O'clock Project's space is a priority, ideally a Certificate of Occupancy for the core and shell can be reached end of year 2025.

## **SUBMITTAL REQUIREMENTS**

The response format requested is detailed in the following sections of the RFP. The submission of a concise, professional and complete response to the RFP will help BBR identify the most qualified Developers and will be indicative of the level of the respondent's commitment to the desired project.

Prior design, development and operating experience, especially with similar mixed-use projects, will be critical in evaluating the RFP responses/respondents.

## **RFP Response Components**

Potential proposed deliverables are expected to include, but not be limited to, the following:

1. Cover Letter
2. Executive Summary including Project vision and strategy
3. Detailed proposed Developer information & statement of capabilities
4. Conceptual elevation and site plans of the Project complex to exploratory plans for unit counts, building height and other components of design
5. Financial Analysis of Development and assumptions
6. Development Team financial statement, capacity
7. Development Pro-forma(s)
8. Preliminary Residential Operating Plan, or Sale Plan, if applicable
9. Detailed Project Timeline
10. Proposed benefits to BBR, including income to BBR during the construction timeframe.



BBR welcomes as much detailed information as the Developer wishes to provide.

### **Cover Letter**

The submission must include a cover letter that provides contact information for the person with the authority to negotiate on behalf of the Developer. Please share why you would like to be selected, partner with Build Baton Rouge, and any additional contextual information.

### **Executive Summary including Project vision and strategy**

Provide an executive summary that explains how you will meet the basic requirements of the RFP, proposed financial sources, any proposed design concept / case study examples. The Three O'clock Project has referenced DC Central Market as a case study for their operations and build out.

### **Development Team**

- Provide basic company information: company name, address, telephone number, email address, and company website if available.
- Provide form of ownership, including state and residency or incorporation, and number of years in business. Identify if the respondent is a sole proprietorship, partnership, corporation, limited liability corporation, or other structure.
- Briefly describe the history and growth of your firm(s).
- Identify and provide bios of the developer and other key members of the development team, including the project leader for day-to-day management and the key consultants that will be responsible for implementing said project.
- Provide examples of previous projects at a similar scale and experience with funding sources

Provide a Statement of Disclosure, which will allow BBR to evaluate probable conflicts of interest. Respondents must provide, in their own format, a statement of all potential legal or otherwise significant conflicts of interest possibly created by respondents or their proposed team being considered in the selection process or by the respondent's or their team's involvement in the Project. Respondents should provide information as to the nature of relationship(s) with parties in such potential conflicts.

Please explain if the firm has ever been removed from or failed to complete a contract as



assigned.

### **Financial Capacity**

Provide evidence of the Developer's financial capacity to undertake and complete and to operate the proposed project including the following:

1. Submit financial statements for the past three years for each and all (the consolidated) development entity that is part of the Development Team.
2. Provide a statement identifying the threshold rate of return requirement anticipated to be imposed on the proposed project. The threshold can be presented as a stabilized return on total investment or an internal rate of return on total investment. Separate operating cash flow analysis for each use supporting the development feasibility is suggested.
3. List and explain any litigation or disputes the Developer or any member of the Development Team is involved in that could result in a financial settlement that has a materially adverse effect on the ability of the Developer to complete the proposed project.
4. Provide a statement as to whether the Developer or any member of the Development Team has ever filed for bankruptcy or had projects that have been declared in default or foreclosed upon. Member of the Development Team is defined as corporate members and principal members of any corporations. If the answer to any of these questions is "yes", list the dates and describe the circumstances.
5. Provide a description of how the project will be financed/funded.

BBR recognizes the sensitive nature of the financial capacity required information that is requested in this RFP. Therefore, respondents are only required to submit one copy of the requested financial information, and which may be submitted marked "CONFIDENTIAL" via paper, if desired, mailed or hand delivered or emailed and addressed to:

**Build Baton Rouge**  
c/o Gretchen Siemers  
725 Main St  
Baton Rouge, LA 70802





### **Selection Process**

1. BBR will evaluate the responses to the RFP and will select a short list of no more than two Developers to move on to the Developer Review stage of the selection process.
2. The short-listed Developers will be asked to meet for an interview with the Selection Committee on February 10 or 11th, 2025.

### **RFP Evaluation Criteria**

The following RFP criteria will be utilized to select the short list of development teams:

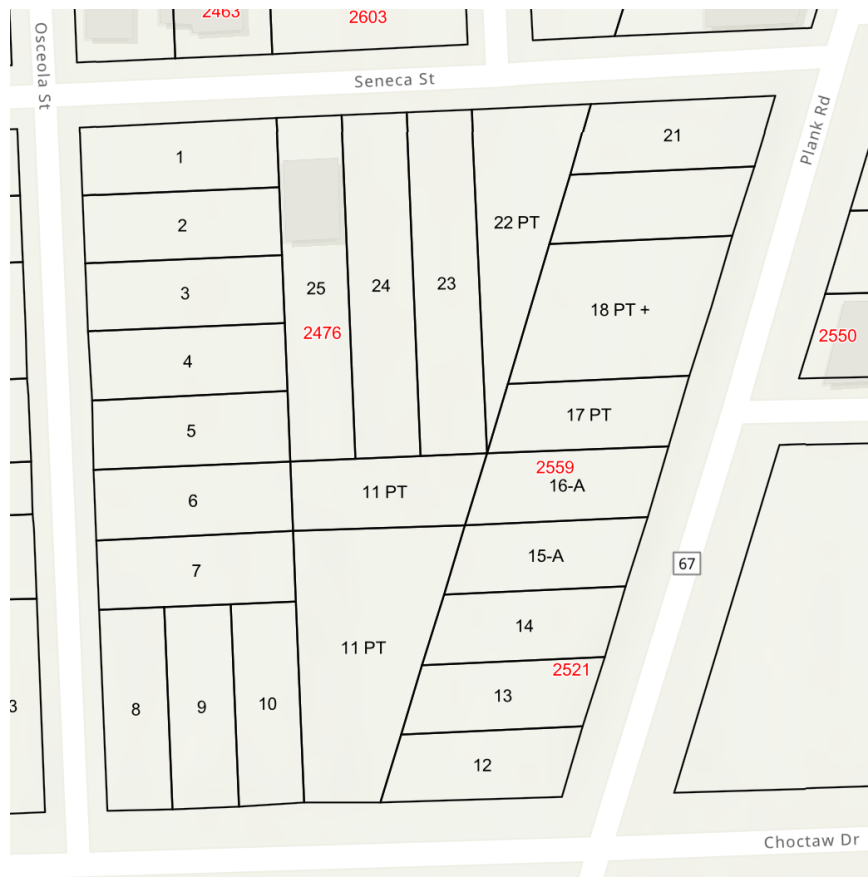
1. The respondent's agreement to abide by the minimum business terms identified in this RFP.
2. The development team's proven experience in the successful financing, design, construction and operation of residential and retail mixed use properties of similar scope and scale.
3. Financial capacity to undertake a project of the proposed magnitude.
4. Overall quality of the development team.
5. The Project's overall compatibility with the mission of BBR.
6. Maximum income stream to BBR.

### **Confidentiality**

All submittals in response to this RFP are considered confidential until BBR makes a selection. However, the financial capacity information portion of each submittal will be treated as confidential as per the executed confidentiality agreement.

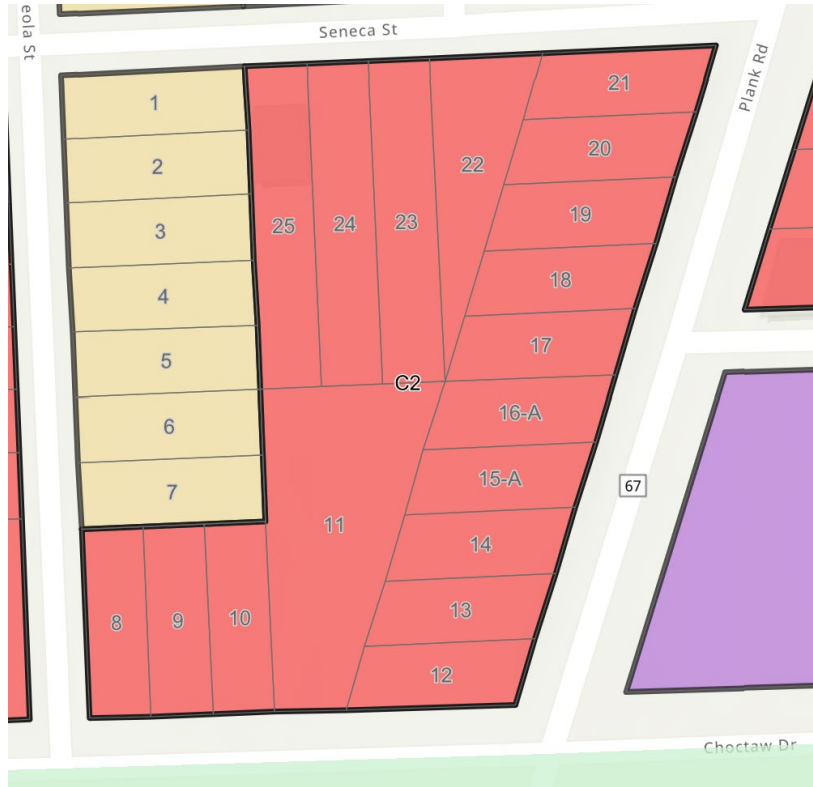
## EXHIBITS

### Land Ownership



\*Tracts 12 & 13 are not owned by Build Baton Rouge.

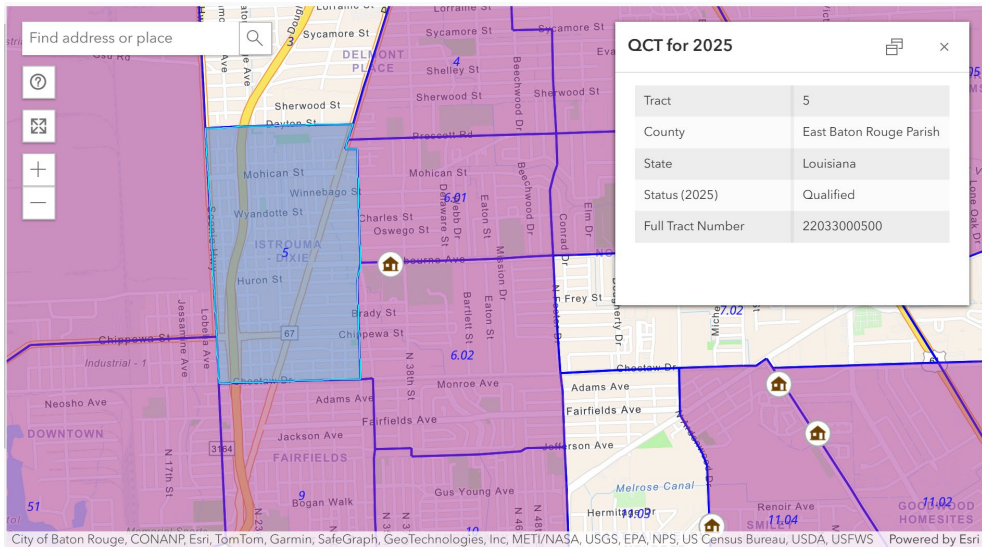
**Zoning**



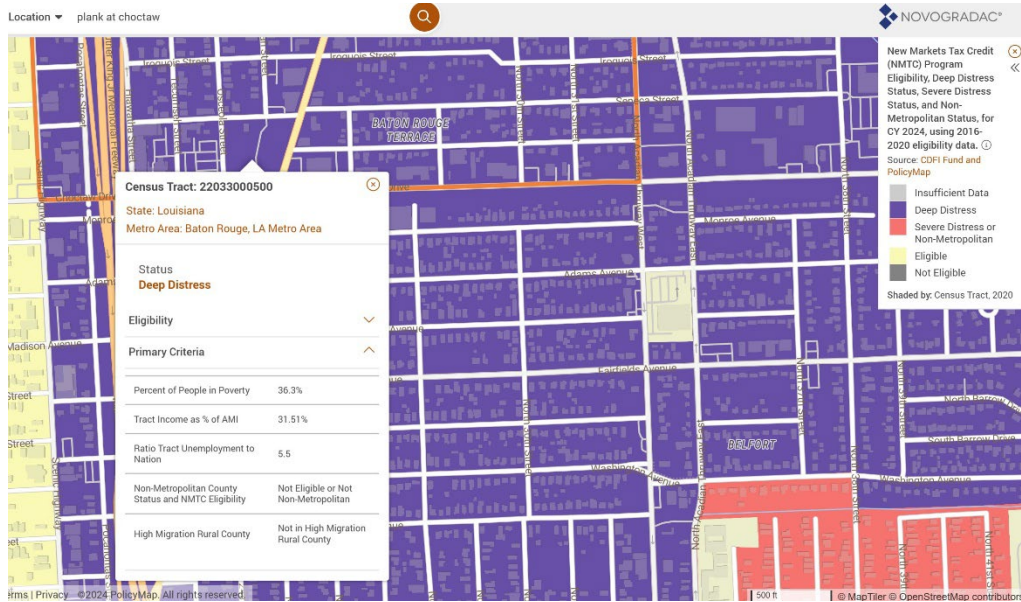
- **C2 (salmon) - C2 Heavy Commercial**  
The purpose of this district is to permit retail commercial uses serving the surrounding region. Rezoning of properties to C2 will not be permitted after July 21, 1999.
- **A3.1 (yellow)- A3.1 Limited Residential**  
The purposes of A3.1 Districts are to permit multi-family residential development and institutional uses of a residential character with a maximum density of eleven and five tenths (11.5) units per acre.



**LIHCT QCT:**



**NMTC:**





**Supplemental Resources available at this link:**

[https://drive.google.com/drive/folders/1Z0ina\\_4FvfzKI8YQYcuAdbBC1\\_ul-zSY?usp=sharing](https://drive.google.com/drive/folders/1Z0ina_4FvfzKI8YQYcuAdbBC1_ul-zSY?usp=sharing)