

**REQUEST FOR PROPOSAL (RFP)
FOR
UPTOWN DISTRICT
CLEMSON, SOUTH CAROLINA**

INTRODUCTION

The City of Clemson (the “City”) is soliciting Development Proposals from qualified real estate development organizations for an area identified as the Uptown District west of College (the “Project Area”). Located on the southwest corner of the intersection of Tiger Boulevard and College Avenue, the Project Area contains approximately 16.5 acres of land (see Appendix A).

As stated in the 2020 ClemsonNext Strategic Plan for Development (“Strategic Plan”), a primary goal of redevelopment for the Project Area is to create a vibrant destination for the entire community, creating a gateway to Downtown Clemson, and reinforcing the storefront environment along College Avenue while enhancing lake access. Development at the Project Area should create inviting public space, including expansions to Abernathy Park that establish it as a focal point of activity in the City.

In 2021 and 2022, the City of Clemson embarked on UptownNext, a process to establish a development framework for this district. The attached Framework Book (see Appendix B) illustrates components of a development vision, highlighting priority community benefits while also incorporating elements needed for an economically viable development. Uptown is one of few remaining areas near Clemson’s core which can accommodate significant development of any kind. While development pressure has been strongest for student-oriented housing, the City seeks to leverage this market to advance development that meets the needs of the entire community. As shown in the Framework Book, development in the Project Area will include a mix of student-oriented housing, non-student-oriented uses, and signature open spaces that create a destination for a broad diversity of Clemson residents and visitors.

The City will consider redevelopment proposals from qualified developers interested in accomplishing the redevelopment pursuant to the objectives and strategy outlined in this RFP. Proposals for development of superior quality, which significantly accomplish priority community benefits while minimizing student housing, will receive priority consideration.

9 sealed hard copies of each proposal must be submitted no later than October 14, 2022 to the office of the City Administrator at:

Administration Department
1250 Tiger Blvd. STE 1
Clemson, SC 29631

The City may request an electronic copy of each proposal as necessary.

The issuance of this RFP has been authorized by the City of Clemson. Any agreements with successful proponents will be subject to consideration by the City Administrator and approval by the Clemson City Council.

Interested parties may contact Andy Blondeau, City Administrator, for further information regarding this RFP. All correspondence should be sent via e-mail to ablondeau@cityofclemson.org and received no later than September 16, 2022.

DESCRIPTION OF PROJECT AREA

Boundary

The Project Area is located on the southwest corner of Tiger Boulevard and College Avenue. The Area is generally bounded by College Avenue to the east, Tiger Boulevard to the north, Keowee Trail to the south, and Lake Hartwell to the west. It contains 25 parcels and is approximately 16.5 acres. A map of the Project Area is included in Appendix A.

Zoning

The City will establish an overlay district that includes the entire Project Area. The overlay district ordinance has not yet been finalized, but will:

- Require assembly or consolidated site control of parcels in the Project Area to trigger the overlay;
- Allow a higher baseline density and residential uses;
- Require establishment and expansion of significant open spaces at key locations within the Project Area;
- Support creation of a well-connected internal circulation network;
- Reinforce architectural and development design standards, to address elements including setbacks at ground level to accommodate high-quality public realm, building height and massing, and stepbacks of upper stories.
- Require projects to utilize the City's Planned Development process, arriving at a Planned Development agreement through an approved Master Plan.

GUIDELINES FOR REDEVELOPMENT AREA

The following guidelines are intended to illustrate the type and character of new development that would be appropriate for the Project Area:

Land Use and Development Concept

- A fundamental goal for the City is that the Project Area serve as an inclusive community destination for Clemson that is inviting to residents and visitors alike, and provides not only amenities but also a sense of place. This should be achieved by the incorporation of public open space, destination uses (i.e., retail, recreation, institutional), unique

landscaping and streetscape elements, natural systems, public art reflective of the City's unique character, and pedestrian- and cyclist-friendly infrastructure.

- The City envisions that the Project Area will be developed primarily as a residential mixed-use area, with amenities that will serve and attract residents and non-residents alike. Residential uses may include student-oriented housing (up to 1,800 beds) and non-student oriented housing. Only projects that substantially achieve other objectives for Uptown can receive consideration for this maximum number of student-oriented beds. Proposals that maximize the inclusion of non-student oriented uses (particularly residential uses) will receive priority consideration.
- Possible uses are further illustrated in the attached Framework Book; this does not represent an exhaustive list of uses that would be allowed.

Access and Circulation

- The Framework Book illustrates a concept establishing an internal circulation network. Such a network must be established as part of development in the Project Area.
- Particular considerations should be made for pedestrian and bicycle access within and around the Project Area. Specifically, the proposed development should include pedestrian and bicycle connections from College Avenue and Tiger Boulevard to Abernathy Park, and should complement the City's Downtown Corridor Plan which will establish a protected bicycle path on College Avenue.
- The Framework Book further illustrates the removal of Keowee Trail as part of a strategy to expand Abernathy Park and improve access to it. Proposals should explore this strategy as well as others in order to achieve the objective of creating a vibrant and inclusive destination on Lake Hartwell.
- Proposals should clearly demonstrate a plan for parking, including parking availability for visitors to the Project Area. Proposals may explore strategies to reduce parking needs of student-oriented residential development by integrating the development with transit and with bicycle and pedestrian networks.

Open Space

- The Framework Book illustrates an approach that creates significant new open spaces, aggregated in key locations throughout the project area. Specifically, the City has identified the desire for:
 - Significant expansion of Abernathy Park, including program elements that attract a broad diversity of users to this lakefront park (e.g., outdoor dining, natural playscapes, kayak rental, performance areas, food truck areas, etc.).
 - A public plaza at the corner of Tiger Boulevard and College Avenue that serves as a "gateway" to Uptown and Downtown Clemson.
 - An open space oriented around a daylit creek that celebrates the reintroduction of natural systems while enhancing pedestrian access to Abernathy Park.

Design Preferences

- Focus non-residential uses on College Avenue and Abernathy Park to enhance both environments as inclusive community spaces. Particular attention should be paid to establishing Abernathy Park as a vibrant community destination.
- Focus density within the core of the Project Area, with relatively less building height and density facing Abernathy Park and College Avenue. Building heights of up to 6 stories within the core of the Project Area may be considered if proposals substantially achieve other community objectives.
- Use building setbacks and stepbacks to establish a human-scaled public realm throughout the Project Area and to support variation within the building envelope.
- Establish a high level of quality along streetscapes, both new and existing, using high quality materials, generous tree lawns and landscaped areas, best management practices for stormwater, public art, quality street furniture, etc.

PUBLIC PARTNERSHIP CONSIDERATION

The City is interested in partnering with a developer that will deliver high-quality development that meets the goals of the Project Area. As part of this partnership, the City may consider various means for supporting development in order to maximize community benefit, including but not limited to:

- Reimbursement of some amount of infrastructure costs, consistent with the City's Infrastructure reimbursement program outlined in Chapter 15, Section 15-48 of the City's Unified Development Ordinance.
- Aligning the City's Capital Improvement Plan with needs in the Project Area.
- Helping to maintain expansions of Abernathy Park, and/or assist with inclusive and dynamic programming.
- Creation of an overlay district that will provide flexibility and allow for greater design creativity and intensity of uses within the Project Area.

APPLICATION REQUIREMENTS

Each development proposal shall contain the following information:

- A proposed site plan indicating the size and location of all buildings, service areas for all retail and dining businesses, parking areas and site circulation, sidewalks and pedestrian paths, the location of all points of ingress and egress, and the location and character of site landscaping, buffering, lighting, signage, and any special design elements in the Project Area.
- A narrative project report briefly explaining the character of the development, including development program mix by square footage, amount of natural/open space, type and scale of pedestrian/bicycle facilities, amount and type of parking, and how the proposed development meets the goals of the Project Area.
- Estimated development costs by category, including:

- Site Control: Property acquisition and relocation
- Site Preparation: Demolition, grading and utilities/infrastructure installation
- Site Work: Site improvements and planting/landscaping
- Site Development: New buildings and facilities
- Professional Services: Architecture, engineering, planning, legal, accounting, marketing, title, appraisal, etc.
- Projected financing sources.
- Proposed phasing, timing, estimated date of completion, lease-up, etc.
- Estimated tenant/user square footage by user category.
- Estimated taxable sales volume (in \$) by tenant/user category.
- Requested public fiscal incentives, if any.

PROPOSAL REVIEW PROCESS AND SELECTION CRITERIA

Proposals will be reviewed by the City Administrator, Assistant City Administrator, City Attorney, the Planning Commission, and other designated staff and professional advisors. During the period of review, the City may request such supplemental information as the City deems necessary and may, but need not, initiate contacts with any or all of the responding redevelopers.

Proposals for developments covering less than the Project Area will be considered; however, preference will be given to proposals that include the entirety of the specified Project Area.

MISCELLANEOUS

The City of Clemson reserves the right to reject any and all proposals, to waive informalities, and to select the proposal(s) or portions thereof and the redeveloper(s) that, in the City's sole discretion, are determined to be in the best interests of the City.

The City further reserves the right, without limitation, to:

- a) Amend, modify, or withdraw this Request for Proposal.
- b) Require supplemental information from any responding redeveloper.
- c) Allow any responding redeveloper to correct or amend insufficient responses.
- d) Cancel, in whole or in part, this Request for Proposal and negotiate with one or more redevelopers if the City, in its sole discretion, deems it in the City's best interests to do so.

The City may exercise any of the foregoing at any time without notice to any party and without liability to any responding redeveloper or any other party for its costs or expenses incurred in connection with this Request for Proposal or otherwise. Submittals and responses to this Request for Proposal will be prepared at the sole cost and expense of the responding developer.

This Request for Proposal does not commit the City to select a redeveloper or a redevelopment project; to pay any cost incurred by any party in the preparation of a response to this Request

for Proposal; to procure, contract for, or obtain any service described in this Request for Proposal; or to enter into a redevelopment agreement with any selected developer.

Developer responses to this RFP shall be kept confidential pursuant to Section 610.021(12) RSMo. until such time as the Clemson City Council determines that information shall be released to the public, which may not take place until such time as the City reaches a negotiated agreement with a successful developer. By submitting a response, the developer agrees to keep its response and all related information confidential until so released by the council.

Any changes, modifications, or amendments to this Request for Proposal shall be effective only upon issuance of written notice by the City Administrator and nothing stated by any elected or appointed representative shall effect a change unless in compliance with this paragraph.

APPENDICES

- Appendix A: Map of Project Area
- Appendix B: Uptown Framework Book