

Request for Qualifications and Proposals

Planning for a Lifestyle Shopping Center in Hiram, Georgia

Figure 1: Project Site



DUE: October 18 at 11:00 am ET | See details below

OVERVIEW

The City of Hiram (City) is actively seeking a seasoned commercial real estate and design developer (Project Developer) with proven qualifications to collaborate on programming and site design for a Lifestyle Shopping Center (Project). The City is presently engaged in discussions regarding the acquisition of the Project Site, located adjacent to the City's planned Civic Center Development.

Situated at the southeast corner of Highway 92 and Highway 360 (refer to Figure 1), both slated for expansion to four lanes, the Project Site spans approximately 20 acres. After accounting for right-of-way deductions (transit corridor, landscape corridor, and one public street), the net usable area is approximately 19 acres.

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CITY PROJECT OBJECTIVES - LIFESTYLE SHOPPING CENTER

The City envisions the development of the Project Site into a vibrant Lifestyle Shopping Center - an integrated complex featuring a diverse array of hospitality, entertainment, dining, and retail establishments. The aim is to create a dynamic ambiance with amenities conducive to leisurely exploration, encouraging extended dwell times of 2-3 hours, while also providing engaging entertainment options for both residents and visitors. The Project is intended to serve as a hub for community gatherings, activities, and commercial entertainment, harmonizing with surrounding properties and the planned Civic Center.

Key elements envisioned for the Project include:

- An entertainment/recreation venue fostering social engagement, such as rock climbing or arcade facilities, complemented by potential ancillary uses.
- A selection of fast-casual dining establishments tailored to the site and community.
- Consideration for a hotel facility, tailored in size and type to the area, with minimum amenities including a café and/or restaurant.
- Diverse retail offerings encompassing national brands, regional stores, and other services harmonious with the site and community.
- Potential for mixed-use components integrating office and residential spaces, depending on feasibility.

The City's vision emphasizes seamless integration with the adjacent Civic Center Development and surrounding commercial and residential areas. Design elements promoting pedestrian activity and public gathering spaces are paramount, including:

- Buildings oriented around an integrated vehicle and pedestrian circulation system.
- Expansive sidewalks and pedestrian zones.
- Versatile gathering spaces combining paved and landscaped areas for diverse programming.
- Retail and dining spaces opening onto outdoor areas, facilitating patio dining and adaptable configurations.
- Thoughtful landscaping enhancing the aesthetic appeal and providing comfortable seating areas.
- Architectural excellence emphasizing pedestrian scale and intricate design details.
- Exploration of multi-level design possibilities with mixed-use elements, if viable, with integrated pedestrian connections to existing walkways and surrounding neighborhoods.

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SCOPE OF SERVICES

The Project Developer is tasked with the following:

- Conducting economic and market analyses to formulate a comprehensive program for the Project, identifying optimal use mixes and tenant profiles aligned with the City's vision and market demand.
- Developing a site program detailing building sizes, tenant opportunities, frontage requirements, parking needs, and other pertinent factors to inform subsequent design phases.
- Crafting a site master design plan encompassing key architectural elements, design language, with optional elevation and perspective renderings.
- Exploring the potential integration of the adjoining 3-acre parcel to the east and coordinating access/circulation with properties to the south and west (Civic Center).
- Presenting development proposals that may involve collaboration with a master developer or individual transactions with anchor tenants, contingent upon City discussions.

QUALIFICATIONS

The City seeks a qualified Project Developer meeting the following criteria:

- Residency in the state of Georgia, preferably within 50 miles of Hiram.
- Extensive knowledge of the Atlanta market and familiarity with the City of Hiram.
- Employment with a reputable real estate company, with a minimum of one year's experience (two years preferred) and a portfolio encompassing various real estate asset classes.
- Preference for experience with entertainment retailers or a sports-related background, given the Civic Center development.
- Bachelor's degree and salesperson license required, with a preference for backgrounds in consumer economics, marketing, or shopping center management.
- Demonstrated track record of developing similar lifestyle centers within the past decade, supported by at least one case study.
- Experience in developing site programs for comparable centers, with specific examples of tenant involvement.

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SUBMITTAL REQUIREMENTS

Format: Project Developer to present their development approach in a PowerPoint presentation format, addressing high-level issues and supported by data, analysis, and metrics.

Structure:

PART 1: PROJECT TEAM

- Introduction of Project Developer and team members.
- Company overview and one lifestyle center case study.

PART 2: PROJECT OVERVIEW & ASSESSMENT

- Introduction to project location.
- Overview of proposed development.
- Current status of site and SWOT analysis.

PART 3: DEVELOPMENT PROJECT DETAILS

- Detailed description of the Project site, including size and zoning.
- Breakdown of building square footage, tenant opportunities, and key attributes.
- Considerations for mixed-use elements, zoning requirements, and environmental issues.
- Conceptual design elements and construction specifications.
- Optional considerations for sustainability, technology infrastructure, and security enhancements.

PART 4: MARKET SUMMARY, TRADE AREA ANALYSIS, AND OPPORTUNITY

- Overview of the trade area and market conditions.
- Analysis of demand and competitive landscape.
- Market rents, absorption projections, and potential concessions.
- Alignment with community needs and potential stakeholder concerns.

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PART 5: PROJECT SCHEDULE

- Presentation of the Project timeline in bar chart format.

PART 6: FINANCIAL OVERVIEW

- Proforma summary detailing total costs and net operating income projections.
- Assessment of projected value upon completion and return on investment.
- Identification of potential risks and mitigation strategies.

DUE DATES

- **First Round:** Initial presentation on October 18 at 11:00 am ET via Microsoft Teams.
- **Second Round:** Revised presentation on October 25 at 11:00 am ET.
- **City Presentation of Awarded Project Development:** October 28 via Teams.