

**REDEVELOPMENT OF
FORMER SHERATON/CINCINNATI NORTH HOTEL PROPERTY
CITY OF SPRINGDALE
11911 SHERATON LANE
PARCEL #599-0050-0406-00**

REQUEST FOR QUALIFICATIONS



Before



After

AUGUST 21, 2017

**Redevelopment of
Former Sheraton/Cincinnati North Hotel Property
City Of Springdale
11911 Sheraton Lane
Parcel #599-0050-0406-00**

REQUEST FOR QUALIFICATIONS

INTRODUCTION

The City of Springdale is requesting Statements of Qualifications from experienced developers (development teams) interested in purchasing and redeveloping the 8.36-acre property at 11911 Sheraton Lane, near the Interstate 275/State Route 4 interchange. The site is the location of the former Sheraton/Cincinnati North Hotel.

Based on a review of the Statements of Qualifications received, the City will select a limited number of developers/development teams to respond to a more detailed Request for Proposals. The City anticipates the sale of the property will be completed once the preferred development team is identified and engaged; an agreement is reached as to the development plan for the site; and an agreement is reached and executed on the price for the sale of the property.

HISTORY AND CONDITION OF THE PROPERTY

The ten-story hotel was originally constructed in 1981 and, for many years, operated as a successful, upscale, full-service Sheraton Hotel with over 250 rooms. Over the years, the flag of the hotel changed to a Best Western, Ramada, and finally, the independently owned Cincinnati North Hotel. The hotel had been vacant since 2008, received minimal maintenance, and was a blight at the City's front door. After waiting for the private sector to purchase and redevelop the property, it became apparent that the City would have to step in and purchase the property to catalyze the desired redevelopment. As a result, in January 2016, the City purchased the property for \$1.95 million.

A contract for demolition of the building was awarded to O'Rourke Wrecking in April 2016. Unfortunately, the demolition project was delayed for a number of months due to the necessity to remove asbestos containing material from several sections of the structure. The City contracted with Aztec Services Group independently to perform this service. Aztec completed their work in September 2016. In May 2017, O'Rourke returned to the site to continue the demolition. By early August, the demolition was complete, and the site was graded and prepped for redevelopment.

In addition to demolishing the building, O'Rourke removed the slab-on-grade concrete, the below-grade structural piers, the footers, and the foundations. The only construction items remaining are the caissons, which were located beneath the tower of the structure. These were maintained to the greatest extent practicable, in case they could be reused during the redevelopment. In addition, all asphalt (with the exception of a ring road to provide limited access to the western parts of the site) was removed. All of the below-grade utilities were cut/capped and abandoned. The storm sewer system remains in place, as the site was rough-graded for storm water drainage and seeded.

A Phase I Environmental Site Assessment was performed in February 2016 and did not identify any environmental concerns that were not addressed through demolition of the building.

VISION FOR THE PROPERTY

The site sits at the front entrance to not only the City of Springdale, but also Hamilton County. It is seen by approximately 118,000 cars every day along Interstate 275 and an additional 49,000 cars along State Route 4 (Springfield Pike). Since the closure of the hotel in 2008, the City has recognized the redevelopment potential and the importance of this property. A report prepared by McBride Dale Clarion in 2013 recommended three concepts for redevelopment. The concepts include hotel and office uses in varying sizes and configurations. These are not the only potential redevelopment options for the site, but are examples of redevelopment plans that would be supported by the City.

The current zoning for the property is Planned Unit Development (PUD) and the property is in Subarea A of the City's State Route 4 Corridor District. The original and current PUD Covenants restrict the use of the site to a single hotel building and associated parking. However, the City is in favor of modifying these Covenants to support the redevelopment of the site.

The City has a strong desire to see the redevelopment include a new hotel. A recent hotel market analysis performed in July 2015 supports the development of an upscale hotel at this location. Additionally, the Springdale business community has expressed the need for a nearby hotel for their clients, customers, and out-of-town visitors.

Despite this strong desire, the redevelopment of this property is not required to include a hotel. The City welcomes other ideas and proposals, including mixed use concepts. At this time, the only uses the City will not consider for the property are industrial, flex space, senior housing, assisted living, and purely residential (unless the residential is a limited part of a mixed-use development). It is important to note that, regardless of what is proposed, the scale, scope, and quality of the development should reflect that this project will be the gateway to Springdale, with over 165,000 people seeing it on a daily basis along Interstate 275 and State Route 4.

CITY SUPPORT

In order to enhance the development timetable and the marketability of the project, the City is prepared to assist with the following:

1. In conjunction with redevelopment of the property, the City will repave Sheraton Lane.
2. With the developer serving as the lead, the City Administration will partner with the developer in support of the modification to the PUD and the amendment to the Covenants.
3. If the project includes a hotel or another use that heavily depends on ease of access, the City will be in support of way-finding signage at the Route 4 exit ramps and Ray Norrish Drive.
4. Depending on the type of end-users for the project, other financial incentives may be possible as well.

ATTACHMENTS

Additional details are included in the following documents, which are provided electronically with this RFQ:

1. Phase I Environmental Site Assessment, prepared by POWER Engineers, February 2016
2. Interstate 275 and State Route 4 Redevelopment Plan, prepared by McBride Dale Clarion, June 2013
3. Market Analysis Letter for the Former Sheraton Hotel Site, prepared by Hotel & Leisure Advisors, July 2015
4. Support letters for hotel from Springdale business community, March 2016
5. Marketing Brochure, prepared by City of Springdale, August 2017
6. Annual Average Daily Traffic (AADT) in the Area of the Site
7. Sheraton Hotel blueprints showing the location of the caissons
8. Plat of Survey, The Crossings of Springdale Phase One, January 2016

SUBMISSION REQUIREMENTS

Each developer/development team responding to this Request for Qualifications is required to provide a Statement of Qualifications as described below. In order to facilitate the review, respondents are requested to structure their submittal in conformance with this outline.

One original and nine copies of each submittal shall be delivered to:

Derrick Parham
City Administrator
City of Springdale
11700 Springfield Pike
Springdale, OH 45246

The deadline for receiving submittals is 12:00 p.m., September 25, 2017.

All responses become the property of the City and will not be returned. With only limited exceptions, documents in possession of the City of Springdale are public records and are subject to disclosure under the Ohio Public Records Act, ORC 149.43.

Each Respondent's Statement of Qualifications should include:

1. **Letter of Interest** – Prepare an official letter of interest including the name and address of the developer(s) and all supporting team members.
2. **Development Team and Associated Firm(s)** – Provide a brief biography/resume and a description of the key members of your development team as well as their role and responsibilities on the project. In addition, please provide brief information on all firms that comprise the development team.
3. **Development Concept** – Using simple illustrations/sketches show and describe your team's proposed preliminary development concept for the property. Include a discussion of why this concept was selected and why it will be successful. If a hotel is proposed, provide information on the type of hotel and potential flag(s) that will be targeted. Elaborate on how the hotel operation will likely be structured (e.g., developer will operate, developer will sell the property to an operator, developer will hire an outside operator, etc.).

4. **Project Experience** – Provide a list and brief description of relevant projects completed by the development team that were of a similar size and scope to the development concept being proposed. Include a description of the site, results/accomplishments, and current status with an emphasis on the end users that were brought to the project. If a hotel is proposed, include a list of hotel flags and operators with which the development team has worked. Attach plans, photographs, or other visual references as appropriate. Indicate the projects on which the key personnel identified above have worked.
5. **Project Timeline** – Provide a preliminary project schedule, including items such as due diligence, project design, purchase of property, and construction. If the project is anticipated to be developed in phases, show the proposed phases, the anticipated starting dates, and a brief description of each phase.
6. **Financial Stability** – Provide information on the financial stability of the development team including the ability to provide the debt/equity required to successfully complete the proposed development concept. It is important for you to note: To the extent this business information, plans, or financial information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use and such information is the subject of efforts that are reasonable under the circumstances to maintain its secrecy, such information will qualify as a trade secret and will remain confidential and exempt from disclosure under the Ohio Public Records Act.
7. **References** – Provide three references for projects on which the development team has worked. If your team has partnered with a local jurisdiction in the past, be sure to include that information as well. The submittal shall include the name, title, and contact information for each reference.

BASIS FOR EVALUATION AND SELECTION

The City will select a “short-list” of developers/development teams who will be invited to respond to a more detailed Request for Proposals. The short-list will be established using the following evaluation criteria, but in no particular order:

1. The expertise and experience of the development team and the identified key personnel.
2. The quality and acceptability of the preliminary development concept.
3. Demonstrated experience on successful past projects and a track record of attracting quality end users.
4. The project timeline being proposed, with a preference for developers that will purchase the property and begin construction more quickly.
5. The financial stability of the development team.
6. The information gathered by talking to references and community partners.
7. All other factors deemed important to the City leadership team.