

# **REQUEST FOR QUALIFICATIONS**

**Land in Farmington-Fienemann Road**

**City of Hartford  
Development Services  
Economic Development Division  
250 Constitution Plaza  
Hartford, CT 06103**



**Town of Farmington  
Economic Development Department  
1 Monteith Drive  
Farmington, CT 06032**

**REQUEST FOR QUALIFICATIONS (RFQ)**  
**FOR PROFESSIONAL REAL ESTATE DEVELOPMENT SERVICES**

The City of Hartford (City) in collaboration with the Town of Farmington (Town) is inviting interested and qualified respondents to submit their qualifications to provide real estate development service as it relates to formulating a strategic plan to develop an 86 acre parcel of land located in the Town of Farmington and owned by the City of Hartford, and ultimately assist the City and Town in selecting a developer for this property.

**BACKGROUND:** In March of 2012, the City of Hartford and the Town of Farmington entered into a Memorandum of Understanding (MOU) to work jointly to achieve the rezoning of this parcel from R-40 and R-80 to Professional Office (PO) Zone and develop this 86 acre parcel. This land is part of approximately 1,000 acres known as Batterson Park which was given to the City of Hartford in 1929, but is located entirely within the boundaries of the Town of Farmington. It is a wooded, triangular parcel with some wetlands, bounded by Fienemann Road to the North, I-84 to the West, and Slater Road to the East.

It is the intent of the City to retain ownership of the property, and enter into a long term lease with the selected developer of this parcel. The City and Town would then share in the revenue derived from this project in the form of taxes to the Town and lease payments to the City. It is intended that all of such payments to the City will go directly into the City's existing Parks Trust Fund for the directed purpose to support improvements to public parks existing in the City of Hartford.

**RELATED AREA DEVELOPMENT:** The groundbreaking for the UCONN Health Center in 1961 initiated significant changes to the development patterns of the Town of Farmington. Over the last 50 years Farmington has experienced major developments along its eastern border, paralleling I-84. This development has been largely in the form of suburban office parks in accordance with the provisions of the Town's PO Zone.

**THE OPPORTUNITY:** Today the UCONN Health Center has approximately 5,000 employees and is the 16<sup>th</sup> largest employer in Connecticut. In 2011, the State committed over \$850 million to renovate and expand the UCONN Health Center. In addition, Jackson Laboratories has contracted with the State to occupy a new 173,000 square foot facility on a 17 acre adjacent parcel to pursue Genomic Medicine and Research. This facility is scheduled to open in 2014 and will employ an additional 300 biomedical researchers. As recently as January, 2013, Governor Malloy committed an additional \$200 million in bonding for Bioscience development in this corridor. In anticipating the potential benefits of such development the Town of Farmington has designated the Fienemann Road site as part of Farmington's Bioscience Zone, making it eligible for both Town and State tax incentives.

In the opinion of officials of both Hartford and Farmington, the synergy generated by these developments as well as the many other initiatives in this corridor suggest that it is an opportune time to jointly explore the development potential of the Fienemann Road property.

**GOALS AND CONDITIONS FOR THE DEVELOPMENT OF THIS PROPERTY:** The City and Town have formed a Selection Committee comprised of four representatives of the City of Hartford and three representatives from the Town of Farmington along with staff support from each. The charge is to thoroughly study the development potential of this property and formulate the terms and conditions for the development. The Selection Committee is an integral part of this effort and will steer the process through the selection of a real estate professional and, ultimately, the selection of a developer.

In its work to date, the Selection Committee has gained an understanding of the history of this property, the nature and uses of both contiguous and surrounding properties, as well as the particular characteristics of the parcel. It has also explored both the opportunities and constraints inherent in its development.

The Committee understands the logic of rezoning this property from R-40 and R-80 to the Town's PO Zone, as the development of the parcel will be predominately commercial in nature. It also believes that being part of Farmington's BioScience Zone provides a powerful incentive for bioscience development. However, there are other conditions and concerns that need to be addressed in establishing the framework for the development of this property. Considerable thought will be required to determine how best to incorporate these goals into the plan of development, perhaps by a zoning overlay, covenants, or special development criteria. The issues that need be incorporated into the plan of development include, but are not limited to, the following:

**Environmental Considerations:**

- Preservation of unique and environmentally sensitive site features such as vernal pools, wetlands, habitats and major site characteristics and topography;
- Incorporation of "state of the art" on-site storm water cleansing and management techniques. (While the Town has in place many such provisions, the technology in this area has increased rapidly in recent years and has outpaced current regulations);
- Utilization for "green infrastructure" should be maximized as it relates to parking areas, walkways, site lighting, landscaping, plantings and site drainage;
- Inclusion of environmentally responsible maintenance standards as they relate to irrigation, lawn maintenance, and fertilizers;
- All buildings should be designed to meet or exceed the State's High Performance Building standards, as well utilize viable heating and cooling technologies such as geo-thermal and/or photovoltaic's;
- The development of this site must have no adverse impact on the balance of Batterson Park and, in particular, Batterson Park pond.

**Transit Oriented Development (TOD):**

- The City of Hartford and the Town of Farmington, as a condition of development, will work in collaboration with the State of Connecticut to ensure that the site, along with other strategic sites in this corridor, such as the UCONN Health Center, will be well served by public transportation, be it links to CT Fast Track, or other bus options.
- While it is understood that the primary development component of this property will likely be commercial office space, the development plan should include and encourage, to the extent possible, mixed use facilities. This should allow for supportive retail and restaurant space, recreational and open space facilities, hotel, and even medium density housing.

**Economic and Social Objectives:**

- A primary goal of the City of Hartford in promoting the development of this site is to create a long term revenue stream that can be used as an endowment to support Hartford parks.
- The City of Hartford sees the development of this property, in part, as an opportunity to create employment opportunities for Hartford residents. As such, having regular and timely public transit between this site and Hartford is essential.
- In addition, the management plan for this development and the tenants who will occupy the building(s) needs to include a specific program encouraging the employment of Hartford residents.
- In supporting the development of this site, the City of Hartford in no way intends to encourage or allow companies or business currently located in Hartford to relocate to the Fienemann Road development site and would seek lease restrictions that would prevent any such an occurrence. The City is also seeking suggestions on how to curtail potential future competition for tenants between the Farmington property and the City itself. While bioscience development may now be well suited for the Fienemann Road parcel given surrounding activity, Hartford is not interested in increasing vacancies within the City limits.

**REAL ESTATE DEVELOPMENT SERVICES SOUGHT:** The Committee shares the belief that the development of the Fienemann Road property can serve the best interests of both the Town of Farmington and the City of Hartford. It also recognizes that the “devil is in the details”. Therefore, and by way of this RFQ, it is seeking the consulting services of a real estate development expert to assist the Selection Committee in establishing the terms and conditions for the development of this property. Specific issues that are to be analyzed include the previously noted Environmental, TOD, Economic and Social Objectives, and the real estate acumen to:

- Summarize the environmental assessment of the property and the specific environmental controls and standards that are to be included in the development of the site based on input provided by the City’s on call environmental engineer, Fuss & O’Neill.
- Summarize the nature, extent and potential cost to the project of “off-site” conditions and requirements generated by the development of the site, such as traffic, utilities, and regulatory compliance, as determined by the City’s and Town’s in-house traffic engineer.
- Summarize the extent and availability of grants, tax credits, and favorable project financing that could be brought to the project based on information provided by the City’s Economic Development staff.
- Evaluate and recommend the structure of the proposed “lease agreement” and inclusion of “purchase options” if any, and an assessment of the pro’s and con’s of such.
- Evaluate what conditions, circumstances and timing that might adversely impact or enhance the development of this property.
- Provide financial projections and costs related to the development of the site, and revenue that would flow to the City and Town.
- Assist in the identification of potential developers.

The Selection Committee sees the real estate expert as a vital resource in ultimately selecting a developer for the site. By pursuing this deliberate, sequenced course of action the Selection Committee believes that the best results for Farmington and Hartford can be achieved while avoiding any unintended consequences.

**SCOPE OF SERVICES TO BE PROVIDED BY THE CONSULTANT:** Respondents to this RFQ should be willing and qualified to provide the following services:

1. Work closely with the City, Town and the Selection Committee to achieve the stated goals in the development of the Fienemann Road property.
2. Provide the necessary technical assistance to successfully position the Fienemann Road property for development.
3. Identify market strategies that incorporate multiple types of advertising including, but not limited to: internet exposure, site signs, trade publications and other print media, etc.
4. Provide advice on strategies to promote and, ultimately, lease the property.
5. Provide market analysis and pricing guidance.
6. Participate in site tours with potential brokers and developers.
7. Advise and assist in developing an RFP for potential brokers and developers of this site.

**QUALIFICATIONS OF THE CONSULTANT TEAM:** Respondents are required to provide a description of the project team and their qualifications:

1. Provide a brief history of the firm.
2. Identify the team leader and provide contact information.
3. Provide resumes of all key personnel and their specific role and responsibilities.
4. Provide an organizational chart of the team and relationship with the client(s).
5. Provide a detailed description of the services to be provided.
6. Provide a work plan for the services to be provided.

**RELEVANT EXPERIENCE:** Provide full descriptions of 3, and no more than 5, projects that are similar in nature to this, or that particularly well illustrate your firm's ability to meet the stated client expectations. Include:

1. Project descriptions with graphic images.
2. Identify services provided
3. Identify the names and roles of service providers.
4. Identify client references and contact information.

**ORGANIZATION OF RFQ RESPONSE:** Respondents are requested to structure their response in accordance with the headings and format noted below:

1. **Cover Letter:** expression of interest.
2. **Project Understanding:** description of project, and the services to be provided.
3. **Project Team:** its members and their particular qualifications, responsibilities, and resumes.
4. **Organizational Chart:** identify the key players and their functional relationships.
5. **Relevant Experience:** provide descriptions of 3 to 5 most relevant examples of work that would best indicate why your firm should be selected for this project.
6. **Work Plan:** provide a project work plan and schedule. Outline the scope of services that will be performed, and identify key milestones with time allocations for each component/task from commencement of services through contracting with the preferred developer(s). Note that the City is currently anticipating a 9 month term of agreement.
7. **Compensation:** describe in detail the costs and compensation your firm would seek to provide the services described in this RFQ. Also indicate how any such compensation might be structured or deferred if your firm was selected to provide the Additional Services described in this RFQ.

**SUBMITTAL INSTRUCTIONS:**

1. Proposals are to be submitted to:  
Wayne I. Benjamin  
Director of Economic Development  
City of Hartford  
Development Services  
Economic Development Division  
250 Constitution Plaza, 4<sup>th</sup> Floor  
Hartford, CT 06103
2. Respondents are to submit twelve hard copies, and one electronic copy submitted to Wayne I. Benjamin: wibenjamin@hartford.gov
3. All proposals must be received no later than **4:00 p.m. Friday, April 12, 2013.**
4. Incomplete or late proposals will not be accepted.

**EVALUATION and SELECTION:**

1. The Selection Committee will review and evaluate all qualified proposals received. It will select finalists who will be invited to present to the Committee their plan, approach and qualifications in an interview.
2. The Selection Committee will rank and recommend to the City and Town its preferred candidates.
3. With the concurrence of the Town, the City will within 30 days of its selection negotiate a contract for services with the selected candidate.

**SELECTION CRITERIA:** The Selection Committee with the concurrence of the City and Town will select the firm that it believes best meets the criteria outlined in this RFQ, and that can best assist and lead the City and Town to achieve the stated goals for the development of the Fienemann Road property.

In its evaluation of the proposals, the Selection Committee will be bound by the governing procedures of the City and Town in making its recommendations. However, in evaluating the proposals, and in the subsequent interviews, the Selection Committee will evaluate the firms in accordance to the following general headings:

- Quality of the proposal and presentation
- Experience, qualifications of the individuals that will be assigned to this project.
- Financial Strength and Resources of the firm.
- Applicability and thoroughness of the work plan.
- Cost of service.

**STIPULATIONS/CONDITIONS:**

1. Respondents must be current on taxes, loans, rents, fines, or other funds owed to the City in order to submit a proposal.
2. The City will negotiate an agreement with the recommended finalist of the Selection Committee within 30 days of selection. The agreement would provide for the scope, cost, role and specific timeframes for the start and completion of the assignment.
3. The City reserves the right to award the scope of work in its entirety or some portion thereof.

4. The City may, at its sole and absolute discretion, reject any and all, or parts of any or all, proposals; may re-advertise this RFQ if so inclined; postpone or cancel at any time this RFQ process; or change, adjust or modify the anticipated schedule of events.
5. The City further reserves the right to waive any minor informalities or irregularities pertaining to any proposals received. The determination of the criteria and process whereby proposals are evaluated or whether or not an award shall be made as a result of this RFQ shall be in the sole and absolute discretion of the City.

ADDITIONAL INFORMATION AVAILABLE ON THE FOLLOWING WEBSITES:

- [www.hartford.gov](http://www.hartford.gov)
- [www.farmington.gov](http://www.farmington.gov)
- <http://www.jax.org/>
- [http://www.farmington-ct.org/docs/planzone/Plan of Conversation and Development.pdf](http://www.farmington-ct.org/docs/planzone/Plan%20of%20Conversation%20and%20Development.pdf)

**End of RFQ proposal**