

# REQUEST FOR PROPOSALS

DEPARTMENT OF MUNICIPAL DEVELOPMENT  
NEW BRITAIN, CONNECTICUT



THE HONORABLE ERIN E. STEWART, MAYOR



Beehive Bridge, Phase 5: Complete Streets Master Plan

**THE PURCHASE AND REDEVELOPMENT OF  
125 COLUMBUS BOULEVARD, NEW BRITAIN, CT**  
Location: Downtown, Central Business District

**RFP RELEASE DATE:**

Tuesday, December 1, 2015

**SITE VISIT DATE:**

Thursday, January 14, 2016

**DEADLINE FOR WRITTEN QUESTIONS:**

Thursday, January 21, 2016

**DEADLINE TO SUBMIT PROPOSALS:**

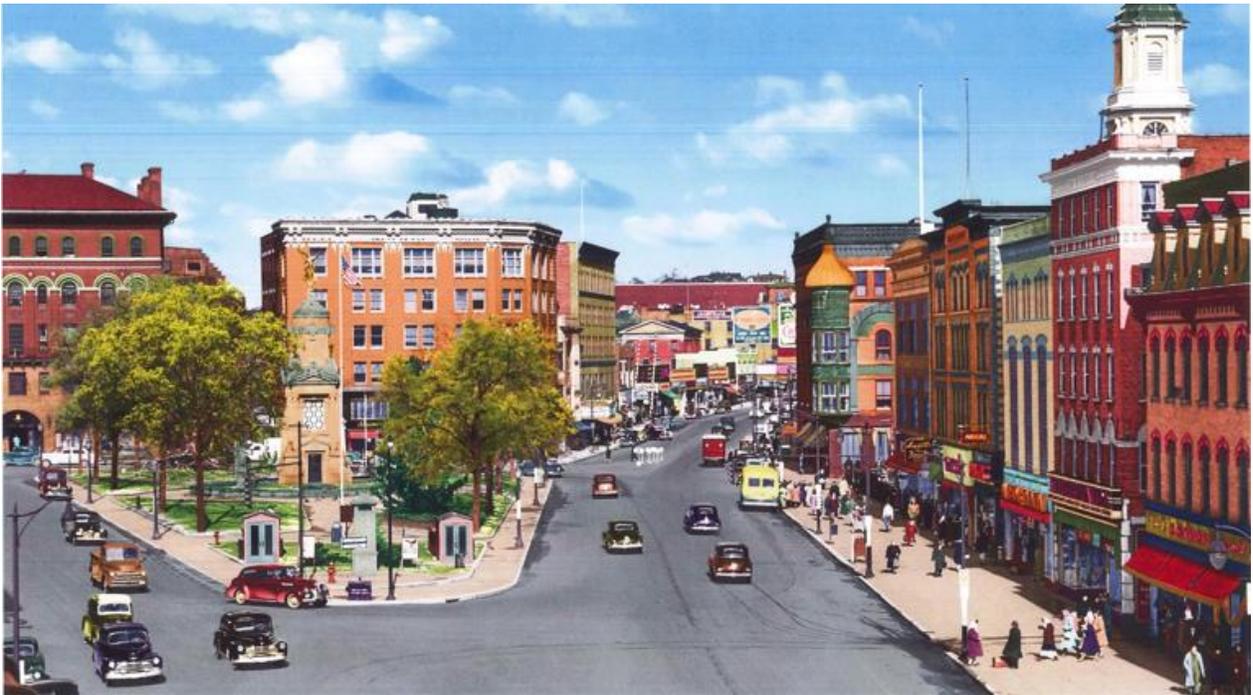
Thursday, February 11, 2016

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## 1. Introduction and Development Objectives

The City of New Britain, Connecticut seeks developers who want to be a part of our downtown's return to earlier splendor. Once vibrant, filled with picturesque architecture and streetscapes that lured pedestrians with appealing communal areas and greenspace, downtown was a destination for shopping, dining out and entertainment. This project is an opportunity to be a catalyst for a destination downtown that complements New Britain's existing pillars, spanning arts and culture, recreation, education, healthcare and community. Our downtown of the future will have broad appeal to young professionals, young families, and college students seeking a convenient place to live, work and socialize.



Main Street, 1949

Qualified developers or development teams (“Respondents”) should submit proposals for the purchase and redevelopment of a 2.26 acre parcel located at 125 Columbus Boulevard, New Britain, CT (“Project”), with a vision for the development of the surrounding area. The City will select a Respondent who best displays prowess for developing the parcel, and the commitment and vision for developing the surrounding areas. This RFP tells the story of this opportunity.

The Project is part of the *Complete Streets Master Plan for Downtown New Britain*<sup>1</sup>, a vision to create a young, vibrant communities pedestrian-friendly, attractive and livable environment throughout the downtown. This is one of several Transit Oriented Development (TOD) areas<sup>2</sup> identified in the *2008 Downtown Development Plan*<sup>3</sup> that will require thoughtful integration with the central CTfastrak station.

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<sup>1</sup> The *Complete Streets Master Plan* is included as an attachment to this RFP

<sup>2</sup> A brochure profiling *Downtown Development Opportunities* has been included as an attachment to this RFP

<sup>3</sup> The *2008 Downtown Development Plan* is included as an attachment to this RFP

Downtown New Britain already has many characteristics that provide the fabric for a livable environment – its shopping, open space, museums and culture – all within easy walking distance of each other. A prominent downtown with signature restaurants and retail locations coupled with an increase in housing options can exponentially expand this appeal. The City is embarking on an effort to convey an attractive pedestrian experience, while addressing many deficiencies brought about by urban renewal efforts in the

1970s and 1980s.

The Complete Streets Master Plan will:

- *Develop attractive streetscapes* that are reflective of New Britain’s history, and provide a destination for visitors
- *Balance the needs* of cars, pedestrians, bicycles and transit riders, while providing a safe, pedestrian-friendly experience
- *Support a more livable environment*, economic growth and quality of life
- *Improves Central Park*, the City’s most attractive urban space
- *Re-establish Main Street* as the focal street in the city, and reconnect the downtown to other vibrant neighborhoods
- *Create way-finding* and historic signage to guide residents and visitors alike.



Streetscapes & development areas from Complete Streets Master Plan

This multi-phase, multi-year redevelopment of the Downtown to enhance its walkability, aesthetics and safety already has two phases underway: Central Park (Phase 3) and Broad Street (Phase 4). The Beehive Bridge (Phase 5) will commence in 2016 and will connect downtown to the Broad Street and East Main Street development areas. Each phase provides key ingredients for a “Live, Work, Play” Downtown, including shopping and restaurants, affordable housing, historic and cultural destinations, and a vibrant arts community. The CTfastrak terminus station in downtown New Britain allows the City to capitalize on its many assets, and provide easy access for residents, visitors and local college students. Opportunities abound in the surrounding area, and the City offers flexible policies and a broad canvas for developers to make their vision become reality.



125 Columbus Boulevard & Potential Development Parcels in Downtown

**The City of New Britain envisions several outcomes** from this Project:

- Create a signature downtown location that complements the City's pillars.
- Create housing units, job opportunities and shopping opportunities near the CTfastrak downtown station – helping achieve TOD objectives.
- Create a pedestrian scale and a sense of place in the downtown area.
- Enhance the architectural character and site development values of the area.
- Synergize with other Complete Streets projects, including streetscapes, and provide a clear vision to stimulate additional development.

## 2. The Property – A Canvas for Your Vision

The 2.26-acre parcel at 125 Columbus Boulevard will be a clean slate ready for development in January 2016. The City is in the process of abating all hazardous materials and demolishing the existing 69,800-square-foot, three-story building which was the site of the former Police Station from 1964 until 2011. Surrounding asphalt parking lots and paved sidewalks will remain, utilities will be available street side.

Central Business District (CBD) zoning for this parcel and surrounding areas allows for flexibility and mixed commercial and residential use. The City offers ease of permitting and has a history working with developers to make projects succeed, including deferred permits and fees. The CBD allows for a wide variety of developments:

- No minimum lot area requirements,
- No height maximums,
- No minimum front or side yard requirements, and
- No minimum setback from any lot line.

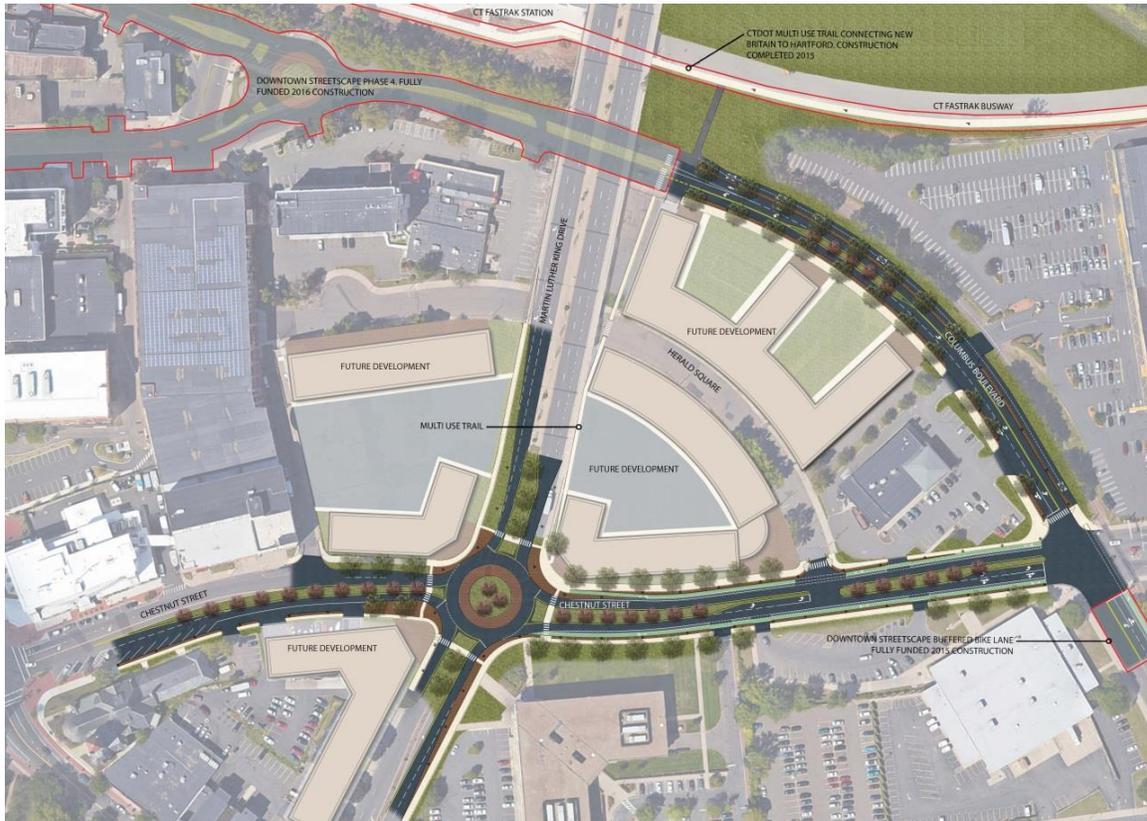
Development plans should conform to principles outlined in the Complete Streets Plan, provide for integration with the CTfastrak station, and include wide-ranging appeal: mixed-use buildings with street level retail and housing above, integration with area streetscapes, communal areas with greenspace, modern, energy efficient buildings and lighting, and innovative ways to deliver convenience and appeal in common areas such as public WiFi. The success of this development will be confirmed by elevated foot traffic, and increased appeal to young professionals, young families, and college students.



Concept Plan of this Project Areas taken from 2008 Downtown Plan

## Adjacent Areas

Opening up the area for broader development would require minimal displacement of existing businesses, and no displacement of residents. The site is bordered to the north by Columbus Boulevard, an arterial road, and the new CTfastrak station. Columbus Boulevard continues to the east, bordered by an adjacent shopping center with associated parking. To the southeast is a CVS Pharmacy with a parking lot, and Chestnut Street. To the south are Herald Square which provides connectivity to a large parking garage, and a vacant vegetated lot known as "Parcel 9". To the west is a hotel and attached restaurant. The Harry Truman Overpass section of Route 71 routes above the western portion of the Site property, and the area below the overpass is currently used for parking by the City.



Streetscape Concepts and Development Areas from the Complete Streets Master Plan

### 3. Convenient Access

The downtown location allows for convenient access by bus patrons, automobiles, and pedestrians who live or work in the area.

#### Transit Access

The site is adjacent to the *CTfastrak* downtown station, part of a new Bus Rapid Transit (BRT) system that began operation in March 2015 with service to the communities of Waterbury, Southington, Bristol, New Britain, Newington, West Hartford, Hartford, and Manchester. There are a total of 12 CTransit routes that traverse New Britain, many of which stop at the downtown station. A 9.4-mile guideway dedicated to *CTfastrak* buses begins at the New Britain downtown station and ends in downtown Hartford. Employers along the corridor provide commuters to approximately 85,000 jobs. The State celebrated *CTfastrak's* millionth passenger trip in early September 2015. With three stations within the City of New Britain along the dedicated guideway, connected buses link riders from UCONN Health, St. Francis Hospital, Hartford Hospital, Westfarms Mall, Central Connecticut State University (CCSU), and Manchester Community College. Downtown Hartford *CTfastrak* bus stops include those near XL Center, Union Station (Amtrak connections), State Capitol, The Bushnell Performing Arts Center, TheaterWorks and Bushnell Park. New Britain's central location and access to multiple employment centers is very attractive to today's mobile labor force.

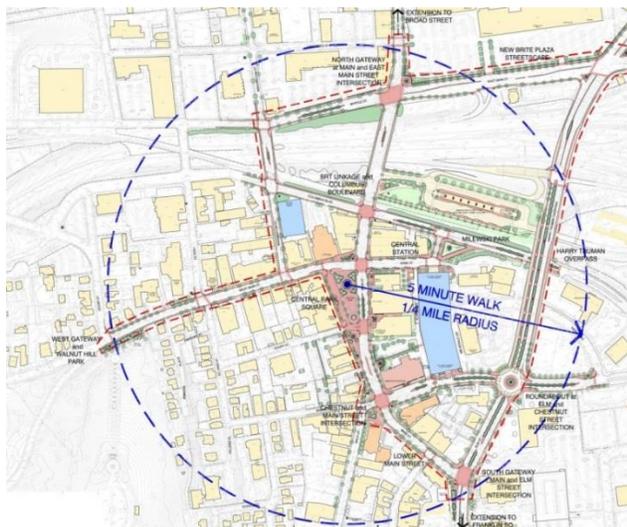
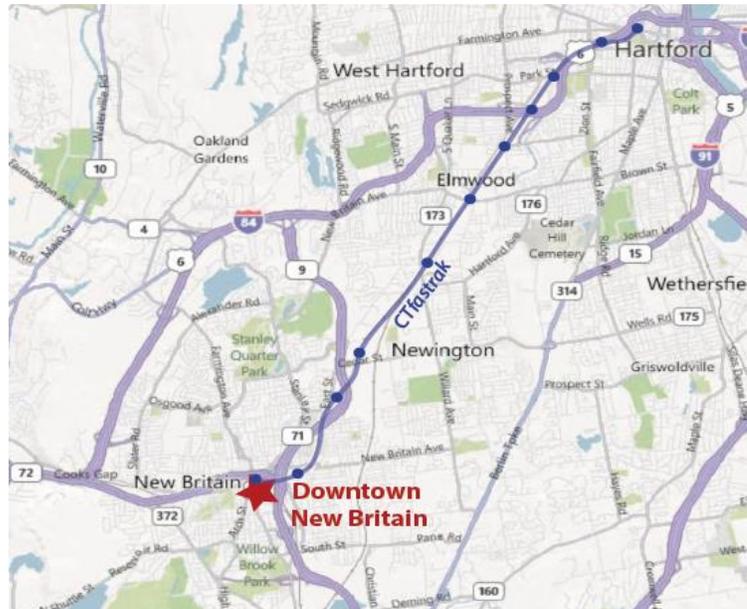


Figure showing the walking distance from Central Park

#### Pedestrian Access

Pedestrian appeal to this development is vitally important. The Project area has a Walk Score of 77 "Very Walkable". New Britain's downtown shopping and restaurants, residences, public spaces and parks, offices, institutions and public facilities all fall within an easy walking distance. Most of the downtown is within a ¼-mile radius, or a five to ten minute walk. Remaining downtown draws fall within a 1/2 mile, or ten to 20 minute walk. Most errands can be accomplished on foot, and groceries, culture and entertainment, parks, dining, and shopping are all nearby.

### Automobile Access

New Britain is located at the confluence of several major highways including Routes 9 and 72 and Interstates 84 and 91. The City is reengineering vehicle access to downtown, and utilizing the Complete Streets Master Plan to seamlessly route vehicle traffic from the common points of access and build a sense of place centered on the Main Street Corridor. Over 8000 vehicles pass by the PD site on Columbus Boulevard each day. Northbound Route 9 traffic connects from an off-ramp to Columbus Boulevard. Southbound traffic on Route 9 accesses downtown through a ramp that terminates at Chestnut Street. Eastbound traffic from State Route 72, which carries traffic from I-84, accesses downtown from an exit ramp that intersects the Truman overpass; there’s also an earlier ramp that connects to Columbus Blvd and the west end of downtown. Traffic on Route 71 and the Truman Overpass accesses downtown from the north, which connects Central Connecticut State University and routes 14,000 vehicles per day by the site. Route 9 and Route 372 traffic is approximately 24,000 vehicles per day, passing in close proximity to downtown and the related egress points.



**Aerial Depiction of Downtown Access Points and Potential Development Parcels**

### Parking

The City has revised regulations to improve parking in order to better encourage economic development. This includes exploring mixed use, shared and general use concepts that could better encourage “park once” behavior. There is already a variety of parking options within short walking distance of the development site: approximately 140 on-street metered spaces, two City parking structures that total approximately 1700 spaces, and another 900 spots in surface lots. While many of these are available to the public, parking will continue to be a key consideration for any future development efforts.

#### **4. Site Development Assistance**

##### Incentives

The City has a track record of being able to obtain grants and funding to assist development projects, some of the incentives include:

- Enterprise Zone Tax Abatements
- Incentive Housing Zone Grants
- Tax Increment Financing District
- Economic Development Assistance Grants for Infrastructure
- Historic Redevelopment Tax Credits
- New Markets Tax Credits and Funding Surety

PLEASE NOTE: The City is also agreeable to entertaining other contractual options based on the specific project proposed and its completion schedule.

Housing, including workforce housing, is vitally important to any downtown development. In addition to being a TOD area, the Project site also falls within a future Incentive Housing Zone (IHZ)<sup>4</sup>. This overlay zone will enable and encourage the creation of housing units in locations and densities that advance more efficient and effective land use patterns where people are not entirely dependent on automobiles and where a range and diversity of services and facilities, including employment, are available in close proximity.

The City values artistic expression in each redevelopment effort. As such, a portion of the project must be allocated toward the development of art. A City ordinance has been established that apportions not less than 1% (with a cap of \$150,000) of total construction go toward the development of works of art.

##### Brownfields Grants

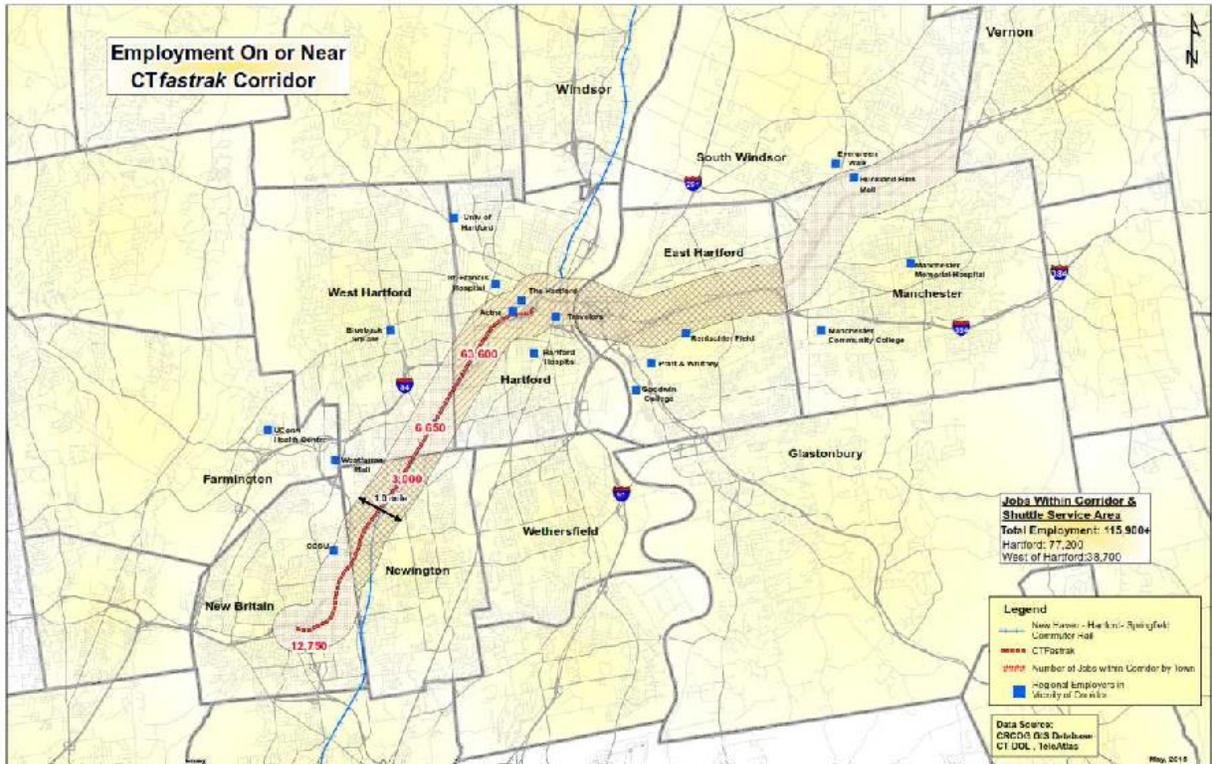
Efforts to redevelop this property are being assisted by two State of Connecticut Department of Economic and Community Development (DECD) Brownfields Grants totaling \$2,917,000. These are funding the demolition and environmental clean-up of the site. When complete the site will present limited if any environmental issues for development.

#### **5. Community Profile and Demographics**

New Britain is the seventh largest municipality in Connecticut. An attractive urban community with a population of 73,112 located at the geographic center of the state, it is a great business location. It is located between the major cities of Hartford, New Haven and Waterbury and part of the Capital Region Economic Zone, where businesses have access to a labor force of 300,000 people and over 100,000 jobs along the CTfastrak corridor that could potentially commute to New Britain while avoiding the traffic congestion of the larger urban areas. The City's downtown redevelopment efforts seek to build vibrant, young communities that are reflective of our population.

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<sup>4</sup> Incentive Housing Zones are discussed in depth in the City's 2010-2020 Plan of Conservation and Development, which is provided as an appendix.



**Jobs On or Near the CTfastrak Corridor**

Appealing demographic characteristics of New Britain include:

- The median age for those living in New Britain is 33.8 years old, and 37% of the heads of households are between 25 and 44 years old.
- New Britain is one of only 16 Connecticut municipalities projected to see a rise in school-age population between 2015 and 2025.
- Renters live in 53% of New Britain’s housing stock, and there has been a trend for many years of single family lineage residing in all units of multi-family housing.
- New Britain's business community is a mix of manufacturing, medical, high-tech industry and small to mid-sized businesses, which fuel the regional economy.
- Major employers include Hospital of Central Connecticut, Hospital for Special Care, Central Connecticut State University, and Stanley Fastening Systems LP.
- CCSU’s existing presence downtown, combined with potential expanded presence in the near future positions New Britain as a potential education center of excellence.
- A recent consolidation of regional medical facilities strengthens New Britain as a destination for convenient and accessible care, as well as a boon for job opportunities.
- The New Britain Downtown District is a major private sector initiative which created a special taxing district in the downtown core that enables property owners to pool their money toward special downtown projects.

- New Britain’s crime index has decreased by 33% since 2007 and lies below the national average. The progressive nature of public safety, combined with a fully-staffed Police department and the deployment of on-foot beat patrols downtown create an environment safe for pedestrians.
- “Greening” is a key emerging trend in New Britain, with increased emphasis on green development principles, clean energy, and reuse or repurposing of materials and buildings.

## 6. Culture and Community Icons

New Britain is a proud community rich in culture, recreation, and commerce. This downtown development destination will provide a complement to the existing pillars of the city, and integrate with many of the icons that already provide the city with a strong sense of identity.

### Culture

New Britain is home to a premier destination for arts in Connecticut, Trinity-on-Main – a former church that has been preserved and serves as a cultural center for the advancement of the arts, to foster cultural diversity, to encourage community revitalization and to aid in the economic development of downtown. The City is also home to the New Britain Museum of American Art – the first museum comprised of strictly American art in the US – which regularly draws night-life to downtown with its First Friday’s events, featuring live local musicians. The city is also home to the New Britain Industrial Museum, the New Britain Symphony Orchestra, the Connecticut Theatre Company, and the Hole in the Wall Theater.



New Britain presents a wide range of cultural experiences. The iconic Little Poland, located on Broad Street just north and west of Downtown, is a vibrant area with a European feel known for its Polish population that is second nationally to Chicago. It spans several walkable blocks that are known for homemade kielbasa, neighborhood markets, great restaurants, and festivals. The Little Poland Festival in the spring features dancing, music and crafts, and the Dozynki harvest festival in the fall both attract thousands of visitors to the area. New Britain routinely celebrates its broader cultural heritage, including an annual Puerto Rican Social and Cultural Festival, an annual Greek Festival, and the revived Main Street USA Festival, which is held downtown. Restaurant options throughout New Britain reflect this broad cultural heritage, and famous stops such as Capitol Lunch routinely draw in tourists.

### Parks and Recreation

New Britain Stadium, often near capacity during the summer, can be a popular venue for watching minor league baseball. The City's 1,200 acres of parks are close to downtown, easily accessible and provide ample space for relaxation. The City has the highest per capita ratio of park space to population in Connecticut. The Summer Concert Series at historic Walnut Hill Park routinely brings hundreds of people out to enjoy picnics and music. The park also hosts an annual CT Race in the Park, a high-energy event that benefits breast cancer research. In 2014, City was proud to be awarded Bicycle Friendly Community Bronze Status by the League of American Bicyclists. New Britain is on a small list of cities across the country, and one of only six in Connecticut that have achieved this designation. The City also features Stanley Golf Course, a public golf course with 27 championship holes a Golf Pro Shop, driving range and restaurant.



### Higher Education

New Britain, with the presence of Central Connecticut State University (CCSU), is well positioned to be an education center of excellence. CCSU has been located in New Britain since 1849 and has the largest enrollment in Connecticut's state university system. It has a population of 12,500 students and a faculty of nearly 800. CCSU's offerings include degrees in arts & sciences, technology, education and graduate studies which will help to shape Connecticut's future. The CCSU School of Business is the largest in Connecticut, and the institution prides itself on its partnerships with the community. The CCSU Institute for Technology and Business Development (ITBD) is located in downtown New Britain and offers local businesses an array of technological training and business incubator resources. With continued discussions to increase CCSU's presence downtown, this downtown development destination must appeal to college students and business professionals.



### Healthcare Cluster

New Britain's medical facilities position the city as a destination for healthcare and those seeking employment in the medical industry. The 436-bed Hospital of Central Connecticut (formerly New Britain General Hospital) is the 7th largest hospital in the state with nearly 3,000 employees and 500 physicians and the 200-bed Hospital for Special Care provides rehabilitation services and elder care, and a full range of services for autism diagnosis and treatment. These two medical anchor facilities have fueled the growth of numerous modern clinics and outpatient treatment centers, and New Britain is part of the state's Bioscience Enterprise Corridor Zone that provides economic incentives for small-to-medium sized concerns in the bioscience



industry. The Hospital of Central Connecticut, in partnership with Hartford Hospital, is nearing completion of a new state-of-the-art cancer treatment and research facility. This will be the first facility of its kind in Connecticut to be a full partner with Memorial Sloan-Kettering Cancer Center.

## **7. Proposal Requirements**

### Site Development Plan

The City of New Britain intends for the project to break ground prior to the end of 2016, with a substantial portion of the development work underway by the autumn of 2017. The selected respondent will enter into a Development Agreement with the City of New Britain that will establish timelines for: the overall project including ground-breaking, coordination and planning of the remediation and redevelopment projects, the securing of funding for development of the property, timelines for preparation of project plans for City approval, and timelines for negotiation and execution of a Purchase and Sale Agreement (P&S). City will not convey the property until the developer has obtained a satisfactory financing commitment to complete the project.

### Site Offer

Every Proposal must provide an offer price for the acquisition of the entire Project site subject to a declaration regarding conformance to the accepted project plan of development at the Site, as applicable. It is intended that the site will be conveyed to the respondent at closing, and that the respondent will hold title during development of the site. The respondent will enter into a Development Agreement that provides the terms of any phasing of the Project and agreements to develop the site or surrounding areas in accordance with the proposed development plan.

### Questions for Respondents

- Describe the Development Project you are proposing and how it fits into the City's vision for redevelopment?
- Describe the proposed development schedule, including a description of any phases, and milestones for purchase, breaking ground, and completion of development activities.
- Describe your track record and history of with development projects that are similar to your proposal.
- Describe the financial strength of your development team, and how you are proposing to fund each of the proposed project phases.
- Describe how you intend to display commitment to the completion of the proposed development project, including any factors that will assure the success of your investment.
- Describe how the proposed project appeals to multiple groups (residents, visitors, young families, students in higher education, young professionals, people who work downtown and those who don't, different ethnic or cultural groups)?

## Proposal Contents

Proposals should clearly and concisely state the unique capabilities, experience, and advantages of the Respondent, and demonstrate the Respondent's capability to satisfy the requirements and objectives set forth in this RFP. The City intends to select a respondent developer based on review and evaluation of the information submitted in response to this RFP, interviews of references and any other information not provided by the Respondent.

Each Respondent submitting a Proposal must demonstrate sufficient financial resources and professional ability to develop the Site in a manner consistent with its Proposal. Therefore, the City is requesting a detailed redevelopment program and financial plan, as well as information regarding the respondents' accomplishments, capabilities, and experience. Please provide the following information:

1. *Proposed Site Name/Address*
2. *Narrative Description and Overview* of the Project proposed by the development team, including scale, phases and answers to the Questions for Respondents as outlined above.
3. *Description of proposed buildings*, including but not limited to:
  - a. Proposed Site Layout and Architectural Sketches
  - b. Proposed uses, mix of restaurants, retail and examples of potential tenants
  - c. General description of the buildings, number of floors, and square footage potential (broken out by common area and leasable/saleable spaces)
    - i. Office Space
    - ii. Ground Level Retail
    - iii. Common Areas
  - d. Potential number of residential units (indicate % of market rate vs. workforce housing)
  - e. Parking (please identify structured spaces separate from surface and on-street spaces)
  - f. Description Energy Efficiency/Alternative Energy Components
4. *Description of site improvements*, including but not limited to:
  - a. Conceptual site plan/development scenario, and architectural design which may include a multi-phased approach.
  - b. Plans, if any, to retrofit areas and buildings.
  - c. Consideration for zoning, including: CBD zoning, TOD zoning and future Incentive Housing Zone regulations.
  - d. Conceptual plan to incorporate art into the development
  - e. Open space or green space
  - f. Parking (please identify structured spaces separate from surface and on-street spaces)
  - g. Other unique features (public amenities, civic space, etc.)
  - h. Pedestrian areas, walkways, congregation areas, art/pedestrian appeal
5. *Description of Respondent ownership and development team*, including but not limited to:
  - a. Ownership structure, including a description of any joint venture and percentages owned.
  - b. Current operating budget and audited financials for the previous three years for any entity in the proposal with an ownership percentage (will be held in confidence).
  - c. Project Management

- d. Architecture and Design
  - e. Engineering
  - f. Construction Management
  - g. General Contractor
  - h. Commitment to utilize minority, women owned, or small business contractors
  - i. Post-development management, maintenance, and marketing, plans
  - j. Document describing the proposed Team's recent experience with similar development projects, experience and qualifications including licenses held and status, and expected time commitment.
  - k. Document describing the ownership or project team's financial strength, including proposed funding for the purchase of property and funding the development plan.
  - l. Document addressing whether any member of the ownership or project team has been involved in a legal dispute regarding real estate within the past 5 years, and disclosure of any existing relationship that could present a potential conflict of interest.
6. *Proposed development schedule & milestones.*
- a. Short term – one to three years
  - b. Mid-term – three to five years
  - c. Long term – five years and beyond
7. *Project budget* including:
- a. Development pro forma, inclusive of all hard and soft costs, developer fee, owner equity contribution, infrastructure related costs, etc.
  - b. A sources and uses statement, clearly identifying from where funding sources will be secured and how said funding will be applied to the project development.
  - c. Financial assumptions (e.g. availability of LIHTC, Tax Abatements, Grants, etc.)
  - d. Operating pro forma, detailing a 15-year schedule of revenues and expenses, inclusive of showing absorption assumptions, debt service payments, and identification of annual return on cash (ROE) and the average annual internal rate of return (IRR).
8. *Purchase Offer* - price / and proposed terms to acquire the property from the City for the purposes of development.
9. *Financing Plan*, including sources and any anticipated contingencies
10. Identification of any financial assessment request of the City, such as tax abatements, infrastructure improvements, etc.
11. *References* - Two (2) Financial and Three (3) Development references that can be contacted at this time with respect to current and past project development experience:
- a. Name and Title
  - b. Entity / Organization Name,
  - c. Telephone number, and
  - d. Contractual relationship to Respondent
12. *Other*
- a. Respondent is encouraged to include a brief description of any unique approaches, strengths or partnerships not covered in any of the above sections.

## **8. Pre-Proposal Meeting, Site Visit and Tour, Questions**

The City will conduct a voluntary pre-proposal meeting, site visit for the Property and a tour of Down Town on Thursday, January 14th 2016. Interested parties will meet at 125 Columbus Blvd, New Britain, CT at a time to be scheduled. Please indicate interest in attendance using the contact information provided below to receive updates. Respondents will receive an overview of the site development area and tour additional site development opportunities. Respondents should reserve approximately two hours for the site visit and tour. Respondents will have the opportunity to ask questions concerning the site and other development opportunities. No verbal response to any questions posed by a potential respondent shall be binding on the City. The City may include a summary of the questions and answers provided at the pre-proposal meeting and site visit in the form of an addendum to the RFP if the City, in its sole discretion, determines it is necessary to facilitate the RFP, proposal, and evaluation and selection process.

Potential offerors are advised that any and all questions concerning the interpretation or meaning of any provision of this RFP must be submitted in writing by **5:00 PM EST on Thursday, January 21, 2016**, addressed to:

*The Department of Municipal Development  
Room 311, City Hall, 27 West Main Street  
New Britain, Connecticut 06051  
kmalinowski@newbritainct.gov*

No verbal response to any questions posed by a potential offeror shall be binding on the City. Responses to all questions raised in writing to the City shall be issued as an addendum to this RFP and forwarded to all offerors who have requested a copy of the RFP at the address they provided for this purpose.

## **9. Submission Requirements**

Sealed responses containing Respondent proposals for the redevelopment of 125 Columbus Boulevard shall be accepted until **5:00 PM EST on Thursday, February 11, 2016**. Respondent must submit complete proposals to:

*The Department of Municipal Development  
Room 311, City Hall, 27 West Main Street  
New Britain, Connecticut 06051*

All proposals shall be clearly marked on the face of the sealed envelope with the title, "Proposal for the Purchase and Redevelopment of 125 Columbus Boulevard, New Britain", and with the offeror's name and address also clearly visible on the face of the envelope. Persons submitting a proposal by mail or other delivery service bear the full responsibility for delivery to the designated office prior to the submission deadline. Any necessary correction, modification or withdrawal may be submitted prior to the deadline in a sealed envelope, marked as stated above for the original submission, and shall indicate on the face of the envelope whether it is a correction, modification or withdrawal.

Proposal length, not including any forms or additional materials required in this submission, shall not exceed 20 pages. Each proposal, including one sealed (1) original and two (2) copies, and an electronic version in PDF format, shall contain the following documents:

1. Responses to our Questions for Respondents
2. All documents and information describing the proposed development that are required by this RFP;
3. Certification of financial capability (this will be held in confidence)
4. A Certificate of Non-Collusion
5. A Tax Compliance Certificate

## **10. Evaluation Process**

Proposals will be reviewed to determine if each submission contains all required forms and certifications, as well as a complete description of the proposed development including all the categories of information outlined above under the heading of "Proposal Contents." Proposals determined upon initial review to be in the prescribed form and containing all of the required information, attachments, addenda, certifications, forms and payments, will be deemed responsive and be submitted for further, comparative, evaluative review. The City reserves the right to negotiate with all respondents to determine responsiveness.

Proposals that are determined to be responsive shall be further evaluated in light of the following criteria. The City reserves the explicit right to select a proposal which does not necessarily contain the highest price and/or economic benefit to New Britain. The City's Department of Municipal Development, working in conjunction with its consultant team and Town staff, will conduct the initial proposal evaluations. A list of preferred proposals will be forwarded as finalists to be considered by the Mayor and the Common Council. As part of the evaluation process, the City reserves the right to conduct interviews with the offerors at either the initial evaluation, or finalist stage of the evaluation process in order to assure a full understanding of the proposals. During the initial evaluation process, the City may create a short-list of no more than five offerors and limit the interview process to that short-list. The City reserves the right to contact references, or other relevant parties, as part of this review process.

The City shall make an award to the offeror whose proposal is determined to be the most advantageous proposal from a responsible and responsive offeror taking into consideration price and the evaluation criteria set forth in this RFP. The City shall not be required to award the sale of the Property to the offeror offering the highest purchase price. If the successful offeror fails to execute a purchase and sale agreement within thirty (30) days of an award, the City reserves the right to rescind the award and to pursue award of sale to the offeror whose proposal was deemed to be the next most advantageous, or to determine not to make an award. The City reserves the right to reject any and all proposals, or to cancel this RFP.

## 11. Evaluation Criteria

Evaluation Criterial includes but is not limited to:

- Strength and Consistency of the Development Plan with the City's Vision
- The Proposed Development Schedule
- Financial Capacity and Strength of the Development Team
- Development Team Qualifications and Track Record with Similar Developments
- Long Term Commitment to the Development of Downtown New Britain

Additional Consideration:

- Extent to which proposed development incorporates "green" principles, such as alternative energy, energy efficiency, green building practices and reuse of materials.
- Extent to which the proposed development plan incorporates appealing architectural elements, and works of art.
- Extent to which the proposed development incorporates innovation and technology.
- Extent to which the proposed development promotes employment opportunities or minimizes unemployment or underemployment in New Britain and Connecticut.
- Post development plans, including property management, marketing, maintenance.