# REQUEST FOR PROPOSALS

**FOR PARTICIPATION IN**

## *PITCHNOLA 2014: LOTS OF PROGRESS COMPETITION*

**NEW ORLEANS REDEVELOPMENT AUTHORITY**

**May 21, 2014**

Notice is hereby given that the New Orleans Redevelopment Authority (NORA) and Propeller: A Force for Social Innovation (Propeller) are seeking proposals through this Request for Proposals (RFP) from qualified entities and individuals interested in leasing and/or purchasing vacant lots with the redevelopment objective of bringing innovative economic development activity and commercial retail programming to these properties across the City of New Orleans. As part of the Parish Redevelopment and Disposition Plan, NORA recognizes that "local zoning will permit a property to be used for alternative purposes" and believes these projects are "vital to revitalizing neighborhoods."

PitchNOLA 2014: Lots of Progress is a partnership between the NORA and Propeller seeking entrepreneurs able to design, implement and manage the activation of a vacant lot(s) from a select pool of properties with allowable zoning uses for community based economic development and commercial programming. NORA, through this RFP, will lease and/or sell properties to top scoring Respondents in a 2-round selection process comprising of: 1) the submission of a **Program Application;** respondents shall propose an economic development activation strategy for up to no more than 5 vacant lots; and 2) the participation in the **PitchNOLA 2014: Lots of Progress** public competition. The program requirements, selection criteria, potential project sites and competition information are outlined in this RFP.

Interested parties should review the RFP requirements thoroughly prior to starting the Program Application. Three (3) informational sessions will be conducted. The first session, to answer general questions by NORA and Propeller staff, will be held at **NORA** located at **1409 Oretha Castle Haley Boulevard, 4th Floor** on **Thursday, May 29, 2014** from **3:00 to 4:00 PM (CST).** The second session, to answer allowable use questions by agency representatives from, but not limited to, the Sewerage and Water Board, Department of Safety and Permits, Department of Parks and Parkways, Department of Public Works and City Planning Commission, will be held at **Propeller** located at **4035 Washington Avenue, New Orleans, LA 70125** on **Tuesday, July 1, 2014** from **4:00 to 6:00 PM (CST)**. The last and final session, to answer general questions by NORA and Propeller staff, will be held at **NORA** located at **1409 Oretha Castle Haley Boulevard, 4th Floor, Monday, July 7, 2014 11:00 AM to 1:00 PM (CST).** Respondents are urged, but not required, to attend these meetings during which time NORA and Propeller staff will discuss the RFP requirements, application selection process as well as answer questions from potential respondents.

We encourage all respondents to incorporate stormwater management best practices into their project proposal.

All materials requested in the RFP must be received by NORA no later than **Tuesday, July 15, 2014, 4:00 PM (CST),** Attention: *Kirsty Sclafini, Contract Compliance Specialist, 1409 Oretha Castle Haley Boulevard, New Orleans, LA 70113, (504) 658-4400, kdsclafini@nola.gov.*

Applicants must use Adobe Reader to complete the application electronically. Exhibits must be completed using Microsoft Excel. Once completed, submit a hard copy of the entire application packet together in a sealed envelope including Parts "A" and "B" as described below:

a) One signed submission as a PDF file on CD, USB or other electronic format, marked with the applicant's name and name of project; and

b) Five printed copies of the application enclosed in a sealed envelope, marked with "**PitchNOLA 2014: Lots of Progress"**

An email confirmation receipt will be sent from NORA to the email address on record confirming receipt of the final application and all materials. NORA reserves the right to cancel any and all solicitations and to accept or reject, in whole or in part, any and all proposals for any reason, to re-open this solicitation for subsequent phases or to redevelop the project by other means at NORA's sole discretion.

**Opportunities in Employment and Contracting Requirements for Disadvantaged Businesses**: NORA seeks to extend subcontracting opportunities to City of New Orleans Registered Disadvantaged Business Enterprises (DBEs) in order to promote their economic growth. A DBE contract goal of 35 percent has been established for this contract. The respondent shall agree to use its best efforts, as determined by the Compliance Unit, in accordance with the factors set forth in NORA's DBE Policy, to meet the contract goal for DBE participation in the performance of this contract.

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## PART I: INVITATION TO SUBMIT PROPOSALS

PitchNOLA 2014: Lots of Progress is a partnership between the New Orleans Redevelopment Authority (NORA) and Propeller: A Force for Social Innovation (Propeller) seeking entrepreneurs able to design, implement and manage the activation of a vacant lot(s) from a select pool of properties with allowable zoning uses for community based economic development activity and commercial retail programming.

NORA is the owner of a number of vacant properties throughout New Orleans acquired from the State of Louisiana's Road Home Program, expropriation or other means. NORA has made 15 vacant lots available for disposition pursuant to this RFP. The available properties are located citywide and specifically identified in **Exhibit A** and **Exhibit B** to this solicitation and made part hereof. This notice seeks qualified applicants to undertake quality redevelopment of these properties for non-residential development in line with zoning and other city codes in a timely manner. It is the responsibility of Respondents to gather and assess any further details pertaining to the physical, regulatory or jurisdictional conditions of these properties. Proposals for housing development will automatically be disqualified.

NORA, through this RFP, will lease and/or sell properties to top scoring Respondents in a 2-round selection process comprising of: 1) the submission of a **Program Application;** respondents shall propose an economic development activation strategy for up to no more than 5 vacant lots; and 2) the participation in the **PitchNOLA 2014: Lots of Progress** public competition. The specific mechanics to the Program selection process are as follows:

**Round I:** Program Applications are due to NORA no later than **Tuesday, July 15, 2014** at **4:00pm (CST)** and must demonstrate an economic development component, including but not limited to, new commercial activity, job creation and placemaking. Proposals for housing development will automatically be disqualified. The following list of economic development activation strategies have been generated from investigative analyses of national best practices, local market studies, site surveys and neighborhood canvassing. The following categories are some examples of project proposals: **Pop-up Services**, **Placemaking** and **Complementary Strategies**.

- **Pop-up Services**: Proposals may include non-permanent pop-up services from interested retailers, vendors or operators, all of whom are expected to maintain retail operations over the course of the contracted period.

- **Placemaking**: Proposals may include programming that facilitates access to open green space, opportunities for neighborhood placemaking and the promotion of low intensity activities and passive recreation appropriate for the current neighborhood landscape and local community needs.

- **Complementary Strategies**: NORA also encourages Respondents to propose projects beyond what is outlined below, in so long as the activation strategy clearly addresses the aforementioned Program goals of economic development and commercial retail programming.

**All submissions should include a detailed description and justification of the proposed programming along with a site plan, project timeline, business plan, zoning verification letter and marketing strategy.**

Additionally, proposals must address the capacity to achieve operational independence after 18 months from lease and/or purchase, the continuous generation of economic development activity, and the alignment of said economic development activity with needs of the local community that should be documented through a variety of possible methods (conversations, letters of support, participation in community meetings, etc.). Respondents are encouraged to partner with business entities in sectors currently under represented in the neighborhood where the proposed Program site is located.

Complete applications will be fully vetted, evaluated and ranked by NORA and Propeller staff based on the following criteria listed in order of priority: I) **Project Viability**; (II) **Community Impact**; (III) **Experience;** and (IV) **Diversity and Capacity Building Program**. Further details outlining the selection criteria are listed in the following section.

**Round II:** Top-scoring Respondents (semi-finalists) will be notified by **Tuesday, July 29, 2014** if they have advanced to Round II: **PitchNOLA 2014: Lots of Progress** to be held at **Propeller, 4035 Washington Avenue, New Orleans, LA 70125** on **Tuesday, August 19, 2014**. Created as a public pitch competition, **PitchNOLA 2014: Lots of Progress** will allow the semi-finalists five minutes to pitch their ideas to a panel of expert judges from NORA and others in the fields of business, academia and community development. Following the presentations, the panel of judges will ask finalists questions, and during the event, the judges will select and reveal the winner(s).

## PART II: RFP SUMMARY

Interested parties should review the RFP requirements thoroughly prior to starting the Program Application. Three (3) informational sessions will be conducted. The first session, to answer general questions by NORA and Propeller staff, will be held at **NORA** located at **1409 Oretha Castle Haley Boulevard, 4th Floor** on **Thursday, May 29, 2014** from **3:00 to 4:00 PM (CST).** The second session, to answer allowable use questions by agency representatives from, but not limited to, the Sewerage and Water Board, Department of Safety and Permits, Department of Parks and Parkways, Department of Public Works and City Planning Commission, will be held at **Propeller** located at **4035 Washington Avenue, New Orleans, LA 70125** on **Tuesday, July 1, 2014** from **4:00 to 6:00 PM (CST)**. The last and final session, to answer general questions by NORA and Propeller staff, will be held at **NORA** located at **1409 Oretha Castle Haley Boulevard, 4th Floor, Monday, July 7, 2014 11:00 AM to 1:00 PM (CST).** Respondents are urged, but not required, to attend these meetings during which time NORA and Propeller staff will discuss the RFP requirements, application selection process as well as answer questions from potential respondents.

**Please read and complete the entire Program Application, including Exhibits and Attachments. Program Applications must be complete upon submission in order to be considered. Missing items may disqualify you from consideration.**

Respondents must use Adobe Reader to complete the Program Application electronically. Exhibits must be completed using Microsoft Excel. Once completed, submit a hard copy of the entire application packet together in a sealed envelope including Parts "A" and "B" as described below. All applications must be submitted to NORA no later than **Tuesday, July 15, 2014** at **4:00pm (CST)** directed to the attention of: *Kirsty Sclafini, Contract Compliance Specialist, 1409 Oretha Castle Haley Boulevard, New Orleans, LA 70113, (504) 658-4400, kdsclafini@nola.gov*. An email confirmation receipt will be sent from NORA to the email address submitted confirming receipt of the final application and all materials.

- **Part A**: One signed submission as a PDF file on CD, USB or other electronic format, marked with the applicant's name and name of project; and
- **Part B**: Five printed copies of the application enclosed in a sealed envelope, marked with **"PitchNOLA 2014: Lost of Progress"**

Applications submitted timely will be evaluated by NORA and Propeller staff based on the following criteria, listed in order of priority: (I) **Project Viability**; (II) **Community Impact**; (III) **Experience;** and (IV) **Diversity and Capacity Building Program**. When considering projects, NORA's and Propeller's preferences will align with:

1. Projects with a detailed description of economic development, commercial or placemaking programming
2. Projects with a justification of lot selection and intended programmatic uses (e.g. – market research)
3. Projects with a developed site plan and verification of required approvals (e.g. - zoning verification letter)
4. Projects with a high quality of respondent's management capacity, reputation and references

5. Projects that are ready to commence within 3 months of lease and/or purchase execution and completed with 18 months of lease and/or purchase;
6. Projects with financial feasibility including the submission of a business plan identifying funding sources (e.g. – Letter of Agreement), line item budget for start-up costs, operating budget for first year of programming and a marketing strategy

Proposals for the same lot(s) will be compared against each other. NORA and Propeller will compare proposals for a lot(s) with shared interests based on the lot(s) itself and the overall activation strategy, scale and budget.
Top-scoring respondents (semi-finalists) will be notified by **Tuesday, July 29, 2014** if they advanced to Round II: **PitchNOLA 2014: Lots of Progress (August 19, 2014) -** The second round of the selection process will be a pitch competition named **PitchNOLA 2014: Lots of Progress** to be held at **Propeller** located at **4035 Washington Avenue, New Orleans, LA** on **August 19, 2014**. Semi-finalists will have five minutes to pitch their ideas to a panel of expert judges from NORA and others in the fields of business, academia and community development. Following the presentations, the panel of judges will ask finalists questions, and during the event, the judges will select and rank the winners.

**Pitch Workshop (*for semi-finalists*):** Semi-finalists are required to participate in a "pitch" workshop to receive feedback on their project proposal. The pitch workshop will take place on **Tuesday, August 5, 2014**. Three (3) PowerPoint slides and a 24"x36" printed board presenting the pitch must be submitted to Julia Stewart at jstewart@GoPropeller.org no later than **Monday, August 4, 2014.** To prepare for the workshop, Propeller will provide guidance prior to the workshop on how to develop slides, boards, and pitches.

## PART III: SELECTION CRITERIA

### I. Project Viability (50 points)

- Originality of detailed description of economic development, commercial or placemaking programming
- Quality of the developed site plan and verification of required approvals (e.g. - zoning verification letter)
- Financial feasibility of the project including the submission of a business plan identifying funding sources (e.g. – Letter of Agreement), line item budget for start-up costs, operating budget for first year of programming and a marketing strategy
- Feasibility of the proposed timeline to commence the project within 3 months of lease and/or purchase execution and completed with 18 months of lease and/or purchase

### II. Community Impact (20 points)

- Justification of lot selection and intended programmatic uses (e.g. – market research)
- Community economic development, commercial revitalization and/or placemaking potential of project
- Appropriateness of the program design for the intended project site as well as neighborhood location
- Ability to leverage existing programs and/or additional project investments
- Innovation in economic development activities, commercial programming, retail design and placemaking
- Ability of project to create key economic and job creation drivers

### III. Experience (25 points)

- Quality of the proposal and the degree to which it demonstrates the respondent's full ability to implement the project
- Quality of respondent's management and reputation including letters of reference as well as, if applicable, the quality of the proposed consulting partners
- Respondent's experience in providing services similar to the proposed program
- Respondent's and/or partnering entity's experience in developing similar projects

- Terms in which the respondent will commit its personnel and, if applicable, personnel of consulting partners

**IV. Diversity and Capacity Building Program (5 points)**

- Quality of plan for the utilization of Disadvantaged Business Enterprises (DBE)

## PART IV: GENERAL REQUIREMENTS

NORA and Propeller staff will use information provided by applicants to perform an initial underwriting of the project to help determine feasibility and establish the terms of the project engagement. NORA and Propeller reserve the right to cancel this program at any time and to accept or reject, in whole or in part, any and all proposals for any reason. No award is final until final documentation (as determined by NORA) has been executed between the parties.

**Eligible Properties**: Applicants may select no more than 5 of the 15 available properties from those listed in **Exhibit A** and **Exhibit B**. NORA will require that the redevelopment of awarded properties must commence within 3 months of lease and/or purchase and completed within 18 months of lease and/or purchase. A phasing plan may be required by NORA. Generally, the purchase price for NORA properties listed in Appendix A will be for fair market value determined pursuant to appraisals obtained by NORA; however, in some cases discounts of the purchase price down to ten percent (10%) of the fair market value may be granted or $1345 whichever is greater. The difference between fair market value at the time of closing with developer and any discount will be payable in the event the specified conditions for the discount are not met.

**Lease, Act of Sale, Loan and Disposition Agreements:** If an applicant is selected, the parties shall enter into a lease or purchase agreement for the awarded properties based on the standard NORA form, a draft of which may be reviewed ahead of time upon request. Those applicants that also receive grant monies from Propeller will enter into a standard agreement. All requisite agreements must be executed within fifteen (15) calendar days after delivery, or NORA/ Propeller may elect to cancel the award. These agreements shall ensure that the properties are developed in a suitable and timely manner, and provide for NORA's reversion rights in the event that properties are not developed as required. Among other matters, these agreements shall ensure that the properties comply with the submission requirements contained in the Application and any other regulating requirements as may be determined. If the purchase price is reduced or the applicant utilizes a Propeller grant, the purchase/lease agreement will restrict the sale of the property for five years. The selected applicants will be responsible for all customary closing costs associated with closing, including without limitation, all recordation and closing costs, financing expenses, survey, notarial fees for passing the Act of Sale, title insurance and/or examination and all fees and costs of services related to any financing. Taxes will be prorated from the date of closing. Grant funding may be used for these expenses. If any of the foregoing time periods are not met, NORA/ Propeller may elect to cancel the award and accept another application or proceed in any other manner determined by NORA/Propeller.

**Available Funding Sources:** To facilitate the non-residential redevelopment of the properties offered by NORA, Propeller will make available grant capital to top-scoring respondents for the redevelopment of NORA owned lots included in this notice. The disposition of NORA properties which may be made available hereunder are subject to Community Development Block Grant Program regulations, 24 CFR 570.208(b), as well as satisfaction of all required federal, state and NORA program requirements. In addition, Propeller has received $7,500.00 in private sources for this project to be awarded at their discretion.

**Project Funding Terms:** Awards from Propeller will generally be made as grant funding to be used for lease or as a deposit for purchase of a NORA property. Recipients of grant funding will be required to submit at minimum 6-month and 12-month progress reports. The maximum grant amount per applicant is $7,500.00 and the minimum grant amount is $500.00. These will be awarded by Propeller at its sole discretion.

**Funding Eligibility:** Individuals, non-profits, and for-profit developers are eligible to apply for this program. *Only non-residential projects will be approved and are eligible for disposition or grant funding.*

**Use of Eligible Funds**: Funding is available for property purchase and hard costs of construction/project development as approved by NORA and Propeller. Funding will not be available for refinancing of existing debt, payment of any tax arrearages, governmental fines or penalties, buying out any stockholder or equity holder in a business, the purchase of instruments or investments for the sole purpose of a return on investment or any other use determined to be ineligible by NORA/Propeller.

All terms and other guidelines may be modified where NORA/Propeller finds cause based on program priorities. All addendums will be posted on NORA's website at www.noraworks.org and Propeller's website at www.gopropeller.org/pitchnola2014.

**Additional Requirements**

NORA/PROPELLER reserves the right to add any and all requirements that are needed to effectuate the goals of this program or comply with any legal requirements. NORA/PROPELLER reserve the right to amend the instructions, requirements, general and special conditions, or scope of work. Copies of such amendments shall be posted to NORA's website at www.noraworks.org and Propeller's website at www.gopropeller.org/pitchnola2014. Further, NORA/PROPELLER may waive certain provisions of these requirements based upon a determination of the public benefits of the project.

**Building Standards:** All applicants must incorporate compliance with NORA/PROPELLER's building standards into their plans, including budgets, as described further in **Exhibit C**.

**Conflict of Interest:** All applicants agree to disclose any direct or indirect, current or future, conflicts of interest between themselves and NORA/ PROPELLER and their respective employees in the attached Conflict of Interest Disclosure Affidavit (**Exhibit E**). If questions arise about potential conflicts of interests, please contact NORA prior to submitting a response.

**Ownership of Submission:** All materials submitted in response to this request shall become the property of NORA/ PROPELLER. Selection or rejection of a submission does not affect this right.

**Proprietary Information:** As a public agency, NORA is subject to the disclosure requirements of the Public Records Act, La.R.S. 44:1, et seq. Only information which is in the nature of legitimate trade secrets or non-published financial data may be deemed proprietary or confidential. Any material within a submission identified as such must be clearly marked as CONFIDENTIAL and will be handled in accordance with the Louisiana Public Records Act, R.S. 44: 1-44 and applicable rules and regulations. Any submission marked as CONFIDENTIAL in its entirety may be rejected without further consideration or recourse.

**Cost of Preparing Submission:** NORA/PROPELLER shall not be liable for any costs incurred by applicants. Costs associated with developing the proposal, preparing for oral presentations, and any other expenses incurred by the applicant in connection with this application are entirely the responsibility of the applicant and shall not be reimbursed in any manner by NORA/PROPELLER.

**Errors and Omissions in Proposal:** NORA/PROPELLER shall not be liable for any errors in proposals. NORA/PROPELLER has the right to request clarification or additional information from the applicants. The application and proposal of selected applicants may become part of any contract initiated by NORA/PROPELLER.

**Compliance with All Applicable Laws:** Any work completed pursuant to NORA/PROPELLER's Residential Construction Lending Program shall be governed and/or construed in accordance with the laws and jurisprudence of the State of

Louisiana. At the time of applicant's submission of its proposal, the applicant must be in compliance with all applicable laws of the State of Louisiana, the United States and local ordinances, including licensure requirements.

**Publication and Promotion**: This application shall be posted on NORA's website, www.noraworks.org, Propeller's website, www.gopropeller.org, advertised in the *Times-Picayune*, and available upon request. Successful applicants agree to participate in any reasonable promotional activity and to prominently display NORA and Propeller signage on the site of redevelopment. Such signage must be at least as large as standard real estate "For Sale" signage and shall be provided by NORA and Propeller. All successful applicants also agree to participate in community meetings scheduled by NORA and to make information about their plans available to the community.

**Good Standing**: Applicants that have been or that contract with any person or entity that has been barred by, and is otherwise not in good standing with, NORA, PROPELLER, the State of Louisiana, the City of New Orleans or the U.S. Department of Housing and Urban Development (HUD), are not eligible.

**Environmental Review**: Compliance with the National Environmental Policy Act of 1969 (NEPA) (42 U.S.C. 4321) is a requirement of this program. Applicants will be required to acknowledge and certify previous Environmental Reviews conducted.

**Uniform Relocation Act (URA):** Private property acquisition under projects receiving assistance from this program must follow the process prescribed by the Uniform Relocation Act. Contact NORA staff if property acquisition, or if the relocation of people or businesses (other than the actual applicant for these funds), is a necessary component of your project. **Failure to comply with these requirements will disqualify a project from receiving any funds from PROPELLER.**

**Disadvantaged Business Enterprises (DBE):** It is important that applicants demonstrate a commitment to incorporate minority and women participation, as well as small and local businesses in these projects, including but not limited to ownership, financing, design, construction and management. NORA has determined 35% DBE to be an acceptable participation goal.

**Contact and References:** Applicants must provide accurate contact information and attest to the veracity of the information supplied. At its discretion, NORA/PROPELLER staff may contact references and industry sources, investigate previous projects and current commitments, interview some or all of the proposed development team members, and take any other information into account in its evaluation of the responses. NORA/PROPELLER reserves the right to request clarification or additional information and to request that applicants make presentations to NORA's Board of Commissioners, PROPELLER's Board of Directors, community groups or others. PROPELLER will independently evaluate the financial materials submitted and may adjust the projections provided to more realistic levels as determined by PROPELLER.

# *PITCHNOLA 2014: LOTS OF PROGRESS COMPETITION*

**Exhibit "A"**

## LIST OF PROPERTIES

| Identifier | File Address | Match Address | Zip code | Current Property Condition | Zoning District Code | Zoning District Name | Appraisal Land Value |
|---|---|---|---|---|---|---|---|
| NOR900355 | 50330 FLORIDA AVE | 50330 FLORIDA | 70117 | VACANT LOT | B-1 | Neighborhood Business District | Pending |
| NOR900588 | 5029 ST. CLAUDE AVE | 5029 ST CLAUDE AVE | 70117 | VACANT LOT | C-1 | General Commercial District | Pending |
| NOR900712 | 40735 MAYO ROAD | 7701 DWYER RD | 70113 | VACANT LOT | B-2 | Neighborhood Business District | $100,000.00 |
| NOR900883 | 1014 TECHE ST | 1014 TECHE ST | 70114 | VACANT LOT | B-2 | Neighborhood Business District | $7,600.00 |
| ORL064373 | 3220 -22 GALVEZ ST | 3220 N GALVEZ ST | 70117 | VACANT LOT | B-1 | Neighborhood Business District | Pending |
| ORL198449 | 2652 PIETY ST | 2652 PIETY ST | 70117 | VACANT LOT | B-1 | Neighborhood Business District | $3,500.00 |
| NOR900453 | 4817 N VILLERE ST* | 4817 N VILLERE ST | 70117 | VACANT LOT | RD-3 | Two-Family Residential District | Pending |
| NOR900604 | 1407 JOURDAN AVE* | 1407 JOURDAN AVE | 70117 | VACANT LOT | RD-3 | Two-Family Residential District | $6,200.00 |
| NOR900616 | 1405 JOURDAN AVE* | 1405 JOURDAN AVE | 70117 | VACANT LOT | RD-3 | Two-Family Residential District | $5,000.00 |
| ORL066792 | 1401 JOURDAN AVE* | 1401 JOURDAN AVE | 70117 | VACANT LOT | RD-3 | Two-Family Residential District | Pending |
| ORL077852 | 1419 JOURDAN AVE* | 1419 JOURDAN AVE | 70117 | VACANT LOT | RD-3 | Two-Family Residential District | $3,500.00 |
| ORL099790 | 1639 ST BERNARD AVE | 1639 ST BERNARD AVE | 70116 | VACANT LOT | C-1 | General Commercial District | $5,000.00 |
| NOR900628 | 4517-4519 ROBERTSON ST | 4519 N ROBERTSON ST | 70115 | VACANT LOT | LI | Light Industrial District | $6,000.00 |
| NOR900624 | 2703 MISTLETOE ST* | 2703 MISTLETOE ST | 70118 | VACANT LOT | RD-2 | Two-Family Residential District | $4,600.00 |
| NOR900678 | 2043 CAFFIN | 2043 CAFFIN | 70117 | VACANT LOT | B-1 | Neighborhood Business District | $4,800.00 |

*Indicates Residentially Zoned Property - for this competition we will not accept and will immediately disqualify residential proposals; the lots, for this competition, would only permit gardening and/or placemaking activities.

# *PITCHNOLA 2014: LOTS OF PROGRESS COMPETITION*

**Exhibit "B"**
**VACANT LOT PROFILES**

LOTS OF PROGRESS

# PitchNOLA

## VACANT LOT PROFILES | 2014

NEW ORLEANS REDEVELOPMENT AUTHORITY

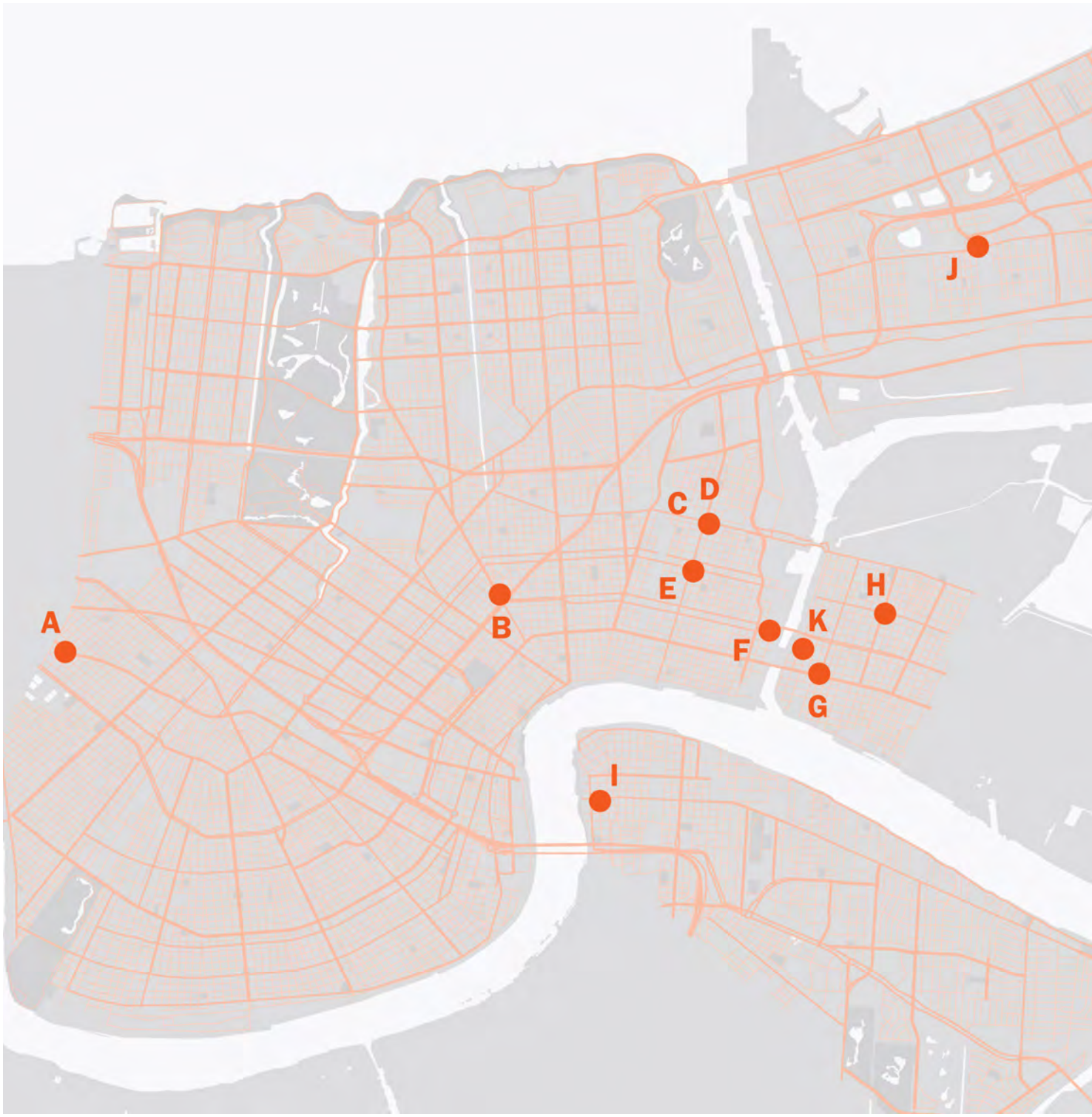
PROPELLER A FORCE FOR SOCIAL INNOVATION

NYU ROBERT F. WAGNER GRADUATE SCHOOL OF PUBLIC SERVICE

| | ADDRESS | NEIGHBORHOOD | COUNCIL DISTRICT | ZONING DISTRICT | APPRAISAL LAND VALUE |
|---|---|---|---|---|---|
| A | 2703 MISTLETOE ST* | Hollygrove | A | Two-Family Residential District RD-2 | $4,600.00 |
| B | 1639 ST BERNARD AVE | Seventh Ward | D | General Commercial District C-1 | $5,000.00 |
| C | 2652 PIETY ST | Florida Area | D | Neighborhood Business District B-1 | $3,500.00 |
| D | 50330 FLORIDA AVE | Florida Area | D | Neighborhood Business District B-1 | Pending |
| E | 3220 -22 N GALVEZ ST | Upper Ninth Ward | D | Neighborhood Business District B-1 | Pending |
| F | 4517-19 N ROBERTSON ST | Upper Ninth Ward | D | Light Industrial District LI | $6,000.00 |
| G | 5029 ST. CLAUDE AVE | Lower Ninth Ward | E | General Commercial District C-1 | Pending |
| H | 2043 CAFFIN | Lower Ninth Ward | E | Neighborhood Business District B-1 | $4,800.00 |
| I | 1014 TECHE ST | Algiers | C | Neighborhood Business District B-2 | $7,600.00 |
| J | 40735 MAYO ROAD | New Orleans East | E | Neighborhood Business District B-2 | $100,000.00 |
| K | 4817 N VILLERE ST* | Lower Ninth Ward | E | Two-Family Residential District RD-3 | Pending |
| | 1407 JOURDAN AVE* | Lower Ninth Ward | E | Two-Family Residential District RD-3 | $6,200.00 |
| | 1405 JOURDAN AVE* | Lower Ninth Ward | E | Two-Family Residential District RD-3 | $5,000.00 |
| | 1401 JOURDAN AVE* | Lower Ninth Ward | E | Two-Family Residential District RD-3 | Pending |
| | 1419 JOURDAN AVE* | Lower Ninth Ward | E | Two-Family Residential District RD-3 | $3,500.00 |

* ***INDICATES RESIDENTIALLY ZONED PROPERTY*** *- these lots, for this competition, would only permit gardening and/or placemaking activities. We will not accept any residential proposals for this competition.*

All projects should incorporate stormwater management best practices.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B
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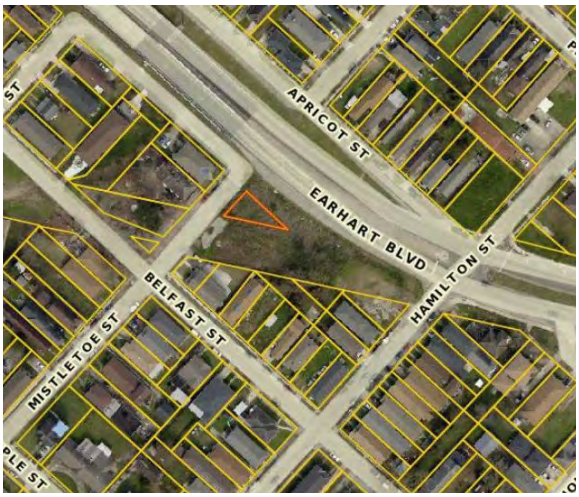
# A

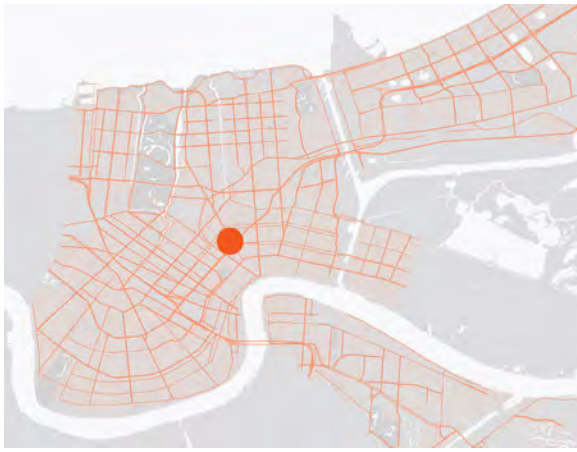
| | |
|---|---|
| Address | 2703 Mistletoe St. |
| Neighborhood | Hollygrove |
| Council District | A |
| Lot Area | 2,271 sq ft |
| Corner Lot | Yes |
| Zoning District | Two-Family Residential District |
| Future Zoning District | Historic Urban Two-Family Residential District |
| Cultural Product District | No |
| Historic District | No |

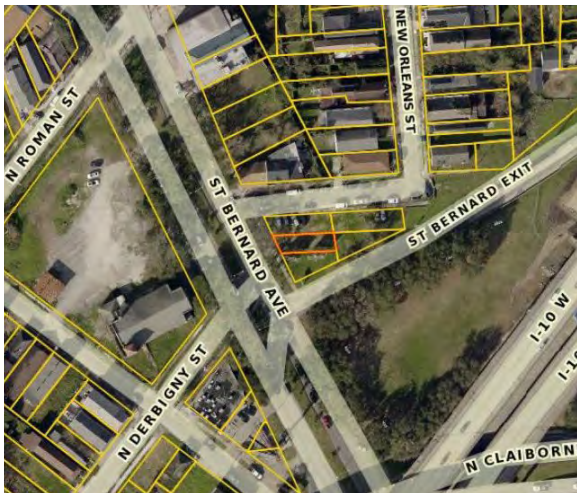



This lot is located in a high traffic area along Earhart Blvd providing increased visual access. It is not physically connected to Earhart Blvd and is triangular in shape, posing unique development challenges. The lot is located adjacent to a larger green space and is residentially zoned (note: we will only accept placemaking or gardening proposals on this lot).

B

| | |
|---|---|
| Address | 1639 St. Bernard Ave. |
| Neighborhood | 7th Ward |
| Council District | D |
| Lot Area<br>Depth & Width | 2,145 sq ft<br>25 ft x 81 ft |
| Corner Lot | No |
| Zoning District<br>Future Zoning District | General Commercial District<br>Historic Urban Neighborhood Business District |
| Cultural Product District<br>Historical District | Yes<br>No |

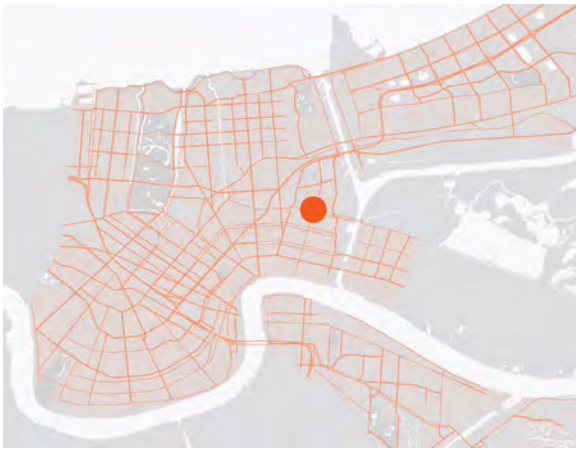




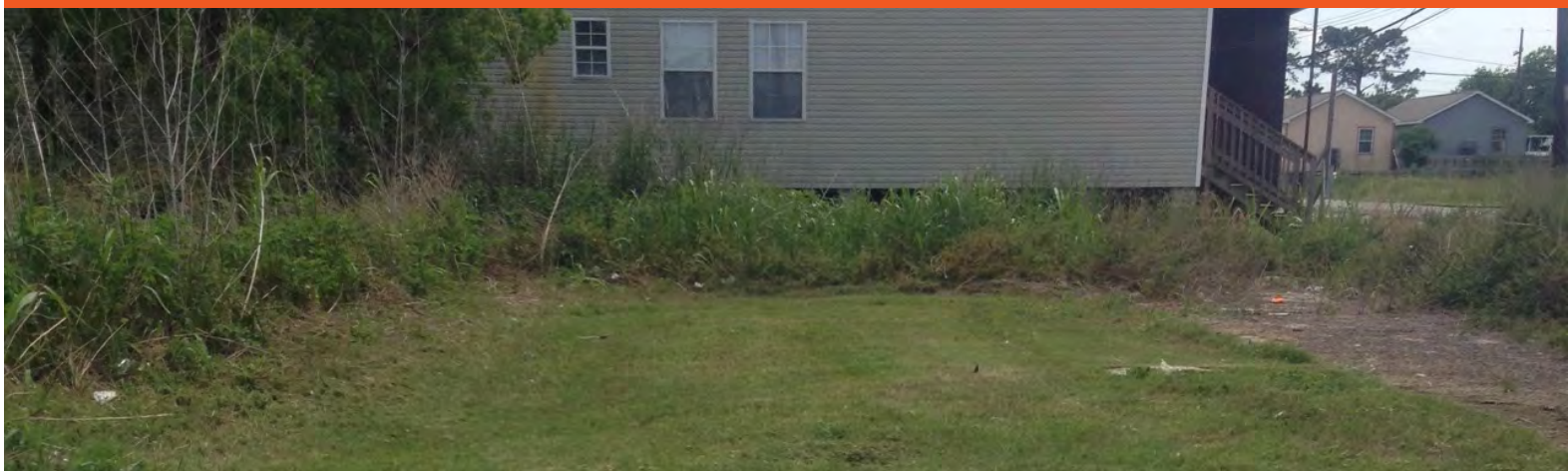

Located along St Bernard Ave and just off the St Bernard Ave exit ramp, this lot is adjacent to business and residential development. It is grass covered and the adjacent parcels are well maintained.

C

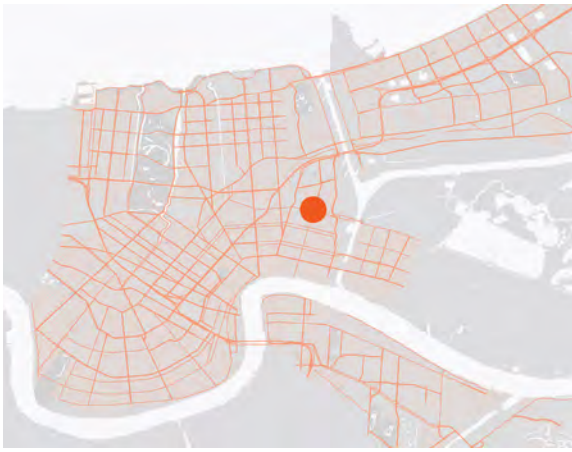
| | |
|---|---|
| Address | 2652 Piety St. |
| Neighborhood | Florida Area |
| Council District | D |
| Lot Area | 3,489 sq ft |
| Depth & Width | 120 ft × 30 ft |
| Corner Lot | No |
| Zoning District | Neighborhood Business District |
| Future Zoning District | Neighborhood Business District |
| Cultural Product District | No |
| Historic District | No |

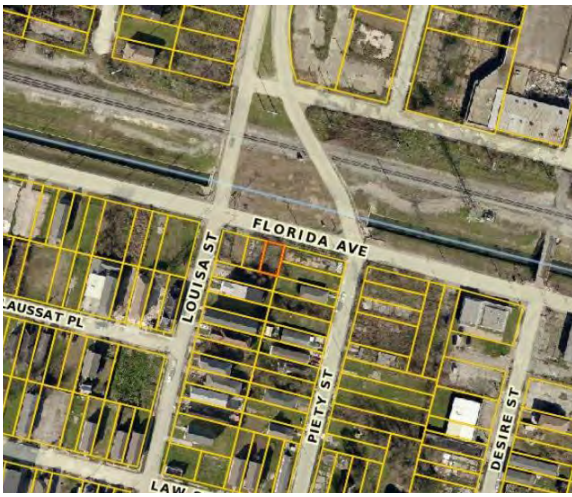


This lot is located in an area with both residential and industrial uses. The lot is situated near a water canal and Florida Ave, which has significant vehicle traffic. It is covered with grass and connected with another NORA lot - 3216 Florida Ave. The lot is also adjacent to a non-NORA vacant lot left with concrete foundation.



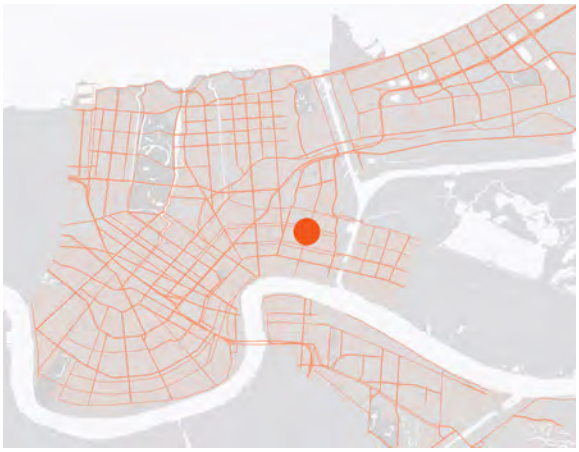
| | |
|---|---|
| Address | 50330 Florida Ave.<br>(3216 Florida Ave.) |
| Neighborhood | Florida Area |
| Council District | D |
| Lot Area<br>Depth & Width | 2,050 sq ft<br>60 ft × 35 ft |
| Corner Lot | No |
| Zoning District<br>Future Zoning District | Neighborhood Business District<br>Neighborhood Business District |
| Cultural Product District<br>Historic District | No<br>No |





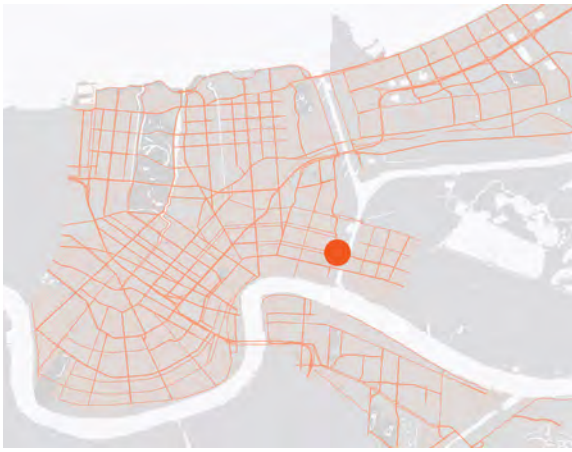

This lot is located in an area with both residential and industrial uses. The lot is situated near a water canal and on Florida Avenue, which has significant vehicle traffic. It is covered with grass currently and connected with another NORA-owned lot - 2652 Piety Street.

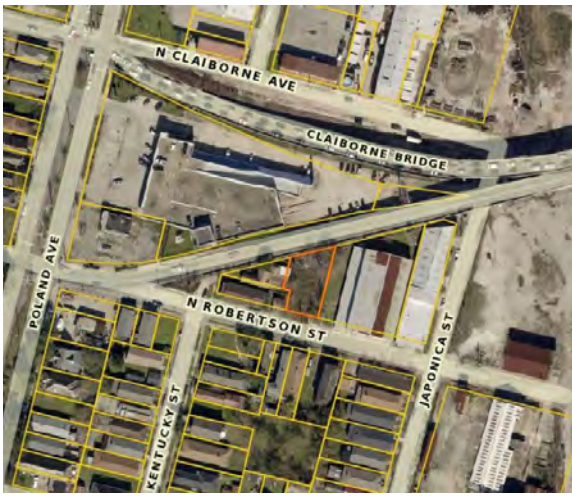
| | |
|---|---|
| Address | 3220-22 N Galvez St. |
| Neighborhood | Upper Ninth Ward |
| Council District | D |
| Lot Area | 3,739 sq ft |
| Depth & Width | 125 ft × 30 ft |
| Corner Lot | No |
| Zoning District | Neighborhood Business District |
| Future Zoning District | Neighborhood Business District |
| Cultural Product District | No |
| Historic District | No |



This lot is located in an area with strong residential uses. The area has decent vehicular and pedestrian traffic and is across the street from active commercial activities including a convenience store. It is situated between two non-NORA properties, but separated apart by fences. This lot has full grass cover.

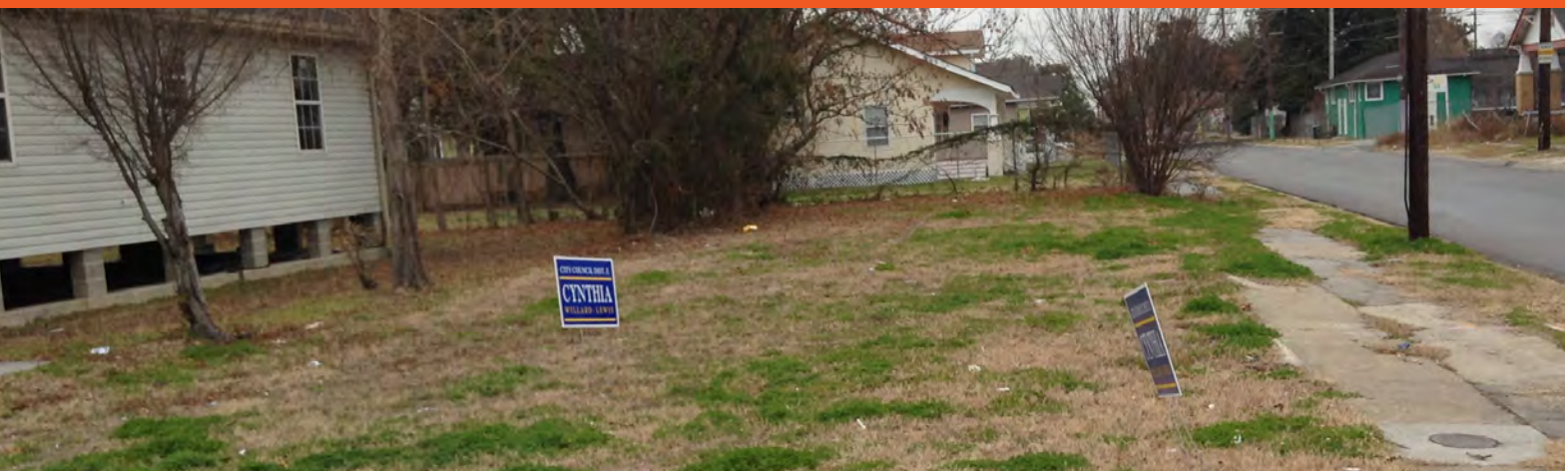
| | |
|---|---|
| Address | 4517-19 N Robertson St. |
| Neighborhood | Upper Ninth Ward |
| Council District | D |
| Lot Area | 6,967 sq ft |
| Depth & Width | 56 ft × 124 ft |
| Corner Lot | No |
| Zoning District | Light Industrial District |
| Future Zoning District | Light Industrial District |
| Cultural Product District | Yes |
| Historic District | No |



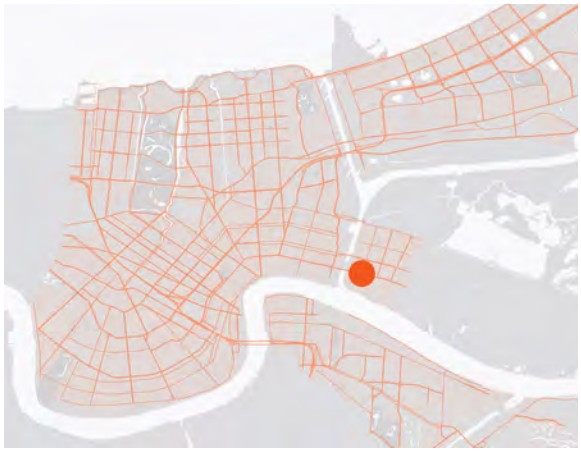



This lot is located at the back of the Claiborne Bridge in an industrial area with some adjacent residences. The property is covered with grass and has trees on site.

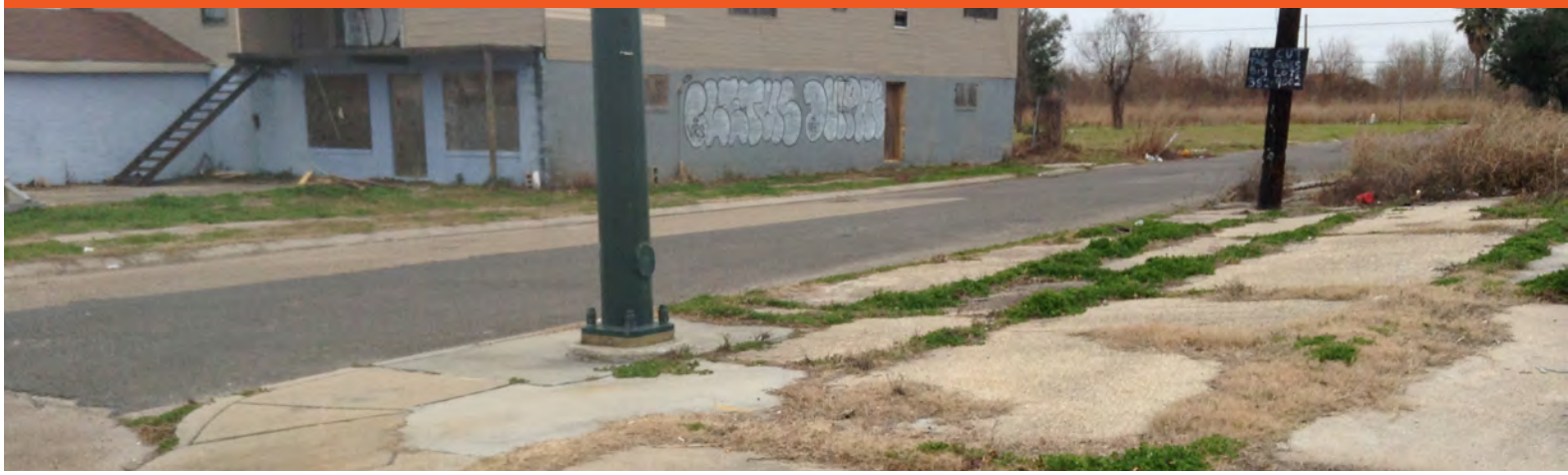
# G



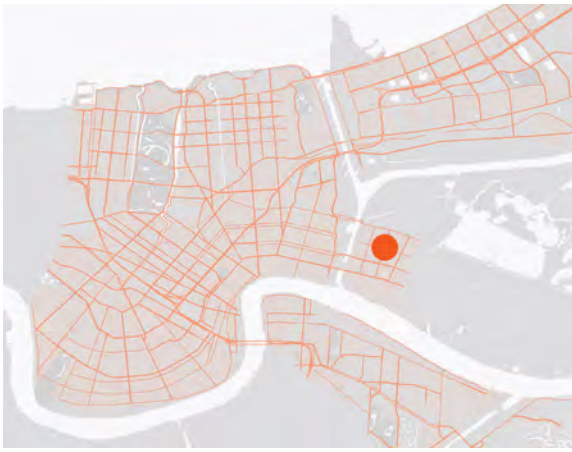

| | |
|---|---|
| Address | 5029 St. Claude Ave. |
| Neighborhood | Lower Ninth Ward |
| Council District | E |
| Lot Area<br>Depth & Width | 3,539 sq ft<br>30 ft × 120 ft |
| Corner Lot | Yes |
| Zoning District<br>Future Zoning District | General Commercial District<br>Medium Intensity Mixed-Use |
| Cultural Product District<br>Historic District | Yes<br>No |



This lot is located in an area with primarily residential uses. The lot is situated on St. Claude Ave, which is a major thoroughfare with significant pedestrian and vehicle traffic. The lot is currently covered with grass.

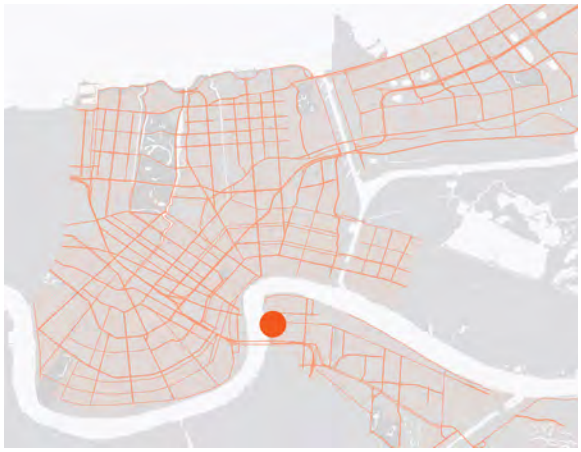


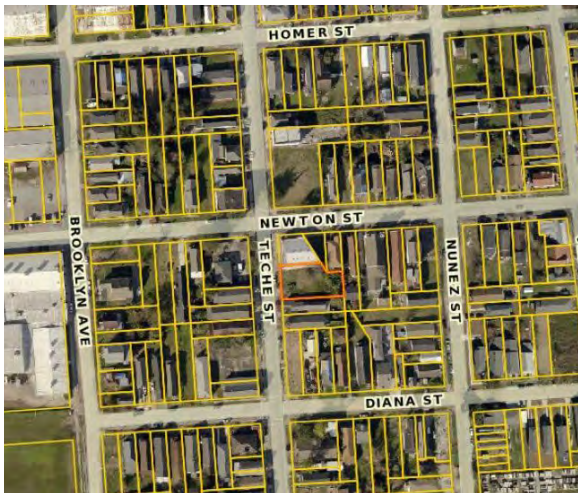
| | |
|---|---|
| Address | 2043 Caffin Ave. |
| Neighborhood | Lower Ninth Ward |
| Council District | E |
| Lot Area<br>Depth & Width | 3,875 sq ft<br>31 ft × 125 ft |
| Corner Lot | Yes |
| Zoning District<br>Future Zoning District | Neighborhood Business District<br>Suburban Business District |
| Cultural Product District<br>Historic District | Yes<br>No |



Located on a corner of the Caffin Ave corridor, this property is across the street from an operating business. The lot is primarily covered with concrete. There are vacant residential lots nearby.

| | |
|---|---|
| Address | 1014 Teche St. |
| Neighborhood | Algiers |
| Council District | C |
| Lot Area | 8,257 sq ft |
| Depth & Width | 130 ft × 70 ft |
| Corner Lot | No |
| Zoning District | Neighborhood Business District |
| Future Zoning District | Neighborhood Mixed-Use |
| Cultural Product District | Yes |
| Historic District | No |





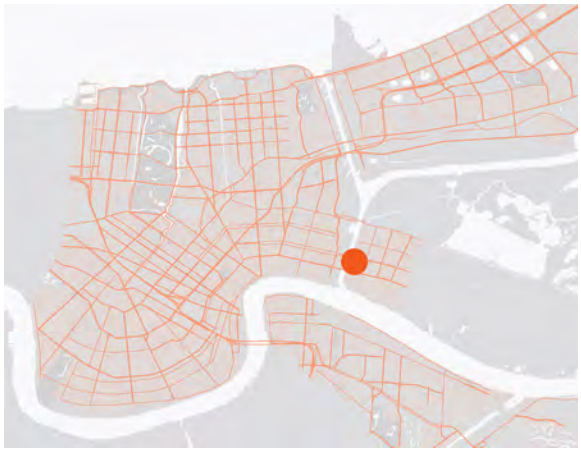

This lot is on a busy main street in an area with high residential density. The area has decent vehicle and pedestrian traffic. It is situated between two structures. This irregularly-shaped lot has two trees planted, some brushes, and paved with grass.

J

| | |
|---|---|
| Address | 40735 Mayo Rd.<br>(7701 Dwyer Rd.) |
| Neighborhood | New Orleans East |
| Council District | E |
| Lot Area<br>Depth & Width | 31,158 sq ft<br>220 ft × 325 ft |
| Corner Lot | No |
| Zoning District<br>Future Zoning District | Light Industrial District<br>Pedestrian-Oriented Corridor Business District |
| Cultural Product District<br>Historic District | No<br>No |

This large lot is located in a residential neighborhood. There is a small strip mall with a parking lot next door as well as a day-care center. It is very close to a busy bus stop. The lot is covered with grass.

| | |
|---|---|
| Addresses | 4817 N Villere St.<br>1401 Jourdan Ave.<br>1405 Jourdan Ave.<br>1407 Jourdan Ave.<br>1419 Jourdan Ave. |
| Neighborhood | Lower Ninth Ward |
| Council District | E |
| Lot Area<br>Depth & Width | 23,300 sq ft<br>150 ft × 159 ft |
| Corner Lot | Yes |
| Zoning District<br>Future Zoning District | Two-Family Residential District<br>Historic Urban Two-Family Residential District |
| Cultural Product District<br>Historic District | Yes<br>No |



These lots are located at the corner of N Villere and Jourdan Ave. This area has low density and does not have high traffic. There are 5 contiguous lots that are grass covered with trees on site. (Note: these lots are residentially-zoned, and we will only accept placemaking or gardening/urban agriculture proposals for this site.)

# *PITCHNOLA 2014: LOTS OF PROGRESS COMPETITION*

**Exhibit "C"**
**APPLICATION**

## Summary

| APPLICANT INFORMATION | |
|---|---|
| **Applicant Name and Title** | |
| **Signatory Name and Title (if different)** | |
| **Address** | |
| **City, State, Zip** | |
| **Telephone** | |
| **Fax** | |
| **Email** | |
| **Contact Name (if different)** | |
| **Tax ID Number** | |
| **Applicant Type** | ☐ LLC ☐ Sole Owner ☐ 501(c) 3<br>☐ Partnership ☐ Joint-Venture ☐ Corp. |

## SELECTION CRITERIA

Applications submitted timely will be evaluated by NORA and Propeller staff based on the following criteria, listed in order of priority: (I) **Project Viability**; (II) **Community Impact**; (III) **Experience**; and (IV) **Diversity and Capacity Building Program**. When considering projects NORA and Propeller's preferences will align with:

**I. Project Viability (50 points)**

- Originality of detailed description of economic development, commercial or placemaking programming
- Quality of the developed site plan and verification of required approvals (e.g. - zoning verification letter)
- Financial feasibility of the project including the submission of a business plan identifying funding sources (e.g. – Letter of Agreement), line item budget for start-up costs, operating budget for first year of programming and a marketing strategy
- Feasibility of the proposed timeline to commence the project within 3 months of lease and/or purchase execution and completed with 18 months of lease and/or purchase

**II. Community Impact (20 points)**

- Justification of lot selection and intended programmatic uses (e.g. – market research)
- Community economic development, commercial revitalization and/or placemaking potential of project
- Appropriateness of the program design for the intended project site as well as neighborhood location
- Ability to leverage existing programs and/or additional project investments
- Innovation in economic development activities, commercial programming, retail design and placemaking
- Ability of project to create key economic and job creation drivers

**III. Experience (25 points)**

- Quality of the proposal and the degree to which it demonstrates the respondent's full ability to implement the project
- Quality of respondent's management and reputation including letters of reference as well as, if applicable, the quality of the proposed consulting partners
- Respondent's experience in providing services similar to the proposed program
- Respondent's and/or partnering entity's experience in developing similar projects
- Terms in which the respondent will commit its personnel and, if applicable, personnel of consulting partners

**IV. Diversity and Capacity Building Program (5 points)**

- Quality of plan for the utilization of Disadvantaged Business Enterprises (DBE)

# I) Project Viability (50 points)

**a. <u>Project Summary:</u>**

Please describe the activation strategy you propose. Include information about your basic project concept, lot selection, site programming, development strategy and anything else to supplement the Exhibits you will attach.

**b. Business Plan:**

Provide an attached copy of your business plan that should also include a detailed description of the proposed program, identification of funding sources, marketing strategy and security plans. Please attach the following, if applicable:

1. Letter of funding agreement
2. Letter of tenant agreement

**c. Project Budget:**

**Provide the following information for NORA review:**

1. Line item budget for start-up costs
2. Operating budget for Year 1

**d. Project Timeline:**

Provide an implementation timeline comparable with budget items as detailed in the above.

**e. Site Plans:**

**Provide the following information for NORA review:**

1. Proposed site plan drawings
2. Proposed plans for site grading or topographical changes
3. Zoning Verification Letter (if applicable)
4. Required permits and approvals in the attached (e.g. - site plan approvals for any structures accessory or permanent)
5. Insurance considerations

**f. Description of Market Research:**

Provide a summary of your market research supporting of the appropriateness of your proposed project. Market research could be a list of comparable services in the market, or a more formal market study on your services. The information in this section should make it clear that there is demand for the services you plan to provide, at the price point you are targeting.

**g. Description of Marketing Plan:**

Describe how your services will be marketed and, if relevant, the qualifications of outside parties that will be used (vendors), and details of the branding strategies supporting your destination programming.

## II) Community Impact (20 points)

**a. Neighborhood Revitalization:**

Summarize how your proposed project will impact the surrounding neighborhood. Provide evidence (e.g. emails, letters of support) that demonstrates support from a neighborhood outreach plan.

**b. <u>Design Appropriateness</u>:**

Explain how the design plans will integrate with the surrounding neighborhood (e.g. materials, finishes, size, configuration, parking location and other relevant factors). Keep in mind, your proposals here must be in-line with your business plan.

**c. <u>Leverage Existing Community Development Programs/Investments/Partnerships</u>:**

Explain how your proposed project activities will support other investments from public and private sectors (e.g. adjacent to a transit, adjacent to active commercial corridor or leveraging existing neighborhood redevelopment plans, etc.)

d. **Innovation**:

Explain how your proposed project activities demonstrate innovation and creativity to transform vacant spaces into vibrant places.

## III) Experience & Capacity (25 points)

**a. Related Experience:**

Complete the chart below in order to summarize your past performance and experience in carrying out related projects. Please attach a brief project description for each listed below.

| Project Name | Type | Project Location | Project Start Date | Applicant's Role | Reference contact (name/title/phone) |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

**b. Proposed Project Development Team:**

Complete the chart below for each proposed **project development team member**. Letters of agreement, resumes or other biographical materials may also be submitted. *Please notate next to name if attaching.*

| Sample Role | Years of Experience | DBE? | Contact Name | Email | Phone | Description of Relevant Experience | Resume (optional) |
|---|---|---|---|---|---|---|---|
| Project Manager: | | | | | | | |
| Architect / Designer: | | | | | | | |
| Contractor: | | | | | | | |
| Construction Manager: | | | | | | | |
| Development Consultant: | | | | | | | |
| Urban Farmer: | | | | | | | |
| Other: | | | | | | | |
| Other: | | | | | | | |

*This section can be an upload of relevant officers.

Provide the names of the **officers and any direct or indirect shareholders** or members of the applicant owning 10% or more interest; for partnerships, provide the names of all General Partners and all Limited Partners owning 10% or more. For joint ventures, provide the information separately for each entity that comprises the joint venture. Also, state the role that each principal would play in the development of the site. Please use additional sheets as necessary. If nonprofit, please upload a list of board of directors. If not applicable, please write N/A.

| Shareholder or Member Name | Percentage of Ownership or Interest | General Partner or LP? (check here) | Role in Proposed Project |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |

| Has any principal identified above OR any organization in which any principal is or was a GP, Corporate Officer or owns 10% or more been subject of any of the following: | Yes | No |
|---|---|---|
| 1. *Felony conviction or pending case:* | ☐ | ☐ |
| 2. *Had an ownership or interest in a property that has received a code enforcement judgment or received multiple citations:* | ☐ | ☐ |
| 3. *In the past 5 years, failed to qualify as a responsible bidder or refused to contract after a government award has been made:* | ☐ | ☐ |
| 4. *In past 5 years, failed to file any required tax returns or failed to pay any federal, state, or city taxes or other charges:* | ☐ | ☐ |
| *5. In past 7 years, filed a bankruptcy petition or was involved in involuntary bankruptcy proceedings:* | ☐ | ☐ |
| *6. Been convicted of fraud, bribery or grand larceny:* | ☐ | ☐ |
| *7. Been barred by, or otherwise not in good standing with, NORA, the State of Louisiana, the City of New Orleans or the U.S. Department of Housing and Urban Development:* | ☐ | ☐ |
| *8. Have any governmental lien pending against real estate owned by applicant or any principals in Orleans Parish or elsewhere:* | ☐ | ☐ |

## IV) Diversity and Capacity Building Program (5 points)

a. Complete and attach ***Exhibit E: Plan for the Utilization of DBEs***. NORA has determined 35% DBE to be an acceptable participation goal. Failure to incorporate a plan for the Utilization of DBEs shall render the proposal unresponsive. Technical guidance on how to develop an appropriate plan for the Utilization of DBEs is available upon request. Please contact Victoria Hines at (504) 658-4400, should you need assistance.

***Certification***: To the best of my knowledge, information in this application and all attachments are true and correct. I am authorized to sign on behalf of the applicant. All steps necessary to submit this application have been taken. By execution below, I acknowledge and agree to the provisions of the New Orleans Redevelopment Unlimited, Inc. (NORU)/ New Orleans Redevelopment Authority (NORA), and Propeller PitchNOLA Guidelines. I understand that government representatives may be entitled to review records regarding the project and any other information submitted in connection with this application. Applicant authorizes NORU and NORA and Propeller to release to the government or any court of competent jurisdiction any project related information in its possession. Applicant and its principals authorize NORU and NORA to request and confer with bank references, to check and receive reports from credit references and credit reporting agencies concerning the credit worthiness of applicant and its principals. Applicant and its principals authorize credit references and reporting agencies and persons and entities and persons familiar with applicant's or its principal's work to release and make available to NORU and NORA and Propeller credit reports, and any other data and references**.** I further authorize NORA to share with applicable state and federal agencies the information contained in this application and any information obtained or reasonably necessary for loan consideration.

By: _____ Date: _____

Name: _____

Title: _____

# *PITCHNOLA 2014: LOTS OF PROGRESS COMPETITION*

**Exhibit "D"**

**CERTIFICATE OF INSURANCE COVERAGE**

**Application Submitted By (Name of Firm):** _____

**Name of Surety Company:** _____

**Name of Surety Agent:** _____

**Surety Agent's Phone:** _____

**The below signed hereby certifies the following information to be true and correct.**

| **Type of Coverage/ Minimum Required Limits** | **Policy or Binder #** | **Actual Limits** | **Expiration Date** |
|---|---|---|---|
| Commercial General Liability/ $1,000,000 Occurrence; $2,000,000 Aggregate | | | |
| Professional Liability/ $1,000,000 Occurrence; $2,000,000Aggregate | | | |
| Workers' Compensation $1,000,000/$1,000,000/$1,000,000 | | | |

Check the appropriate box(es)below:
☐ Limits on above policy will be increased
☐ Above policy now in effect
☐ Policy will be obtained before contract signed

The following additional clauses shall be considered a part of the above policy(s), the same as if specifically written therein, as pertains to the above stated contract.

1. The Executive Director and New Orleans Redevelopment Authority (NORA) are hereby named as Additional Insured.

2. The Policy(s) cannot be reduced or canceled without at least forty-five (45) days prior written notice to NORA.

3. The insurance company is prohibited from pleading government function in the absence of any specified written authority from NORA.

4. The Policy(s) will automatically include and cover all phases of work, equipment, persons, et cetera, which are normally covered while performing work under the above contract, whether specifically written therein or not.

*NORA is hereby granted authority to contact the agency directly to confirm information or obtain copies of certificates of insurance. NORA bears no responsibility for premiums or other cost of insurance. If policy(s) is not currently in effect, it will be written immediately upon notice of award, and a copy of binder or certificate will be sent directly to NORA. A properly executed copy of this document shall be legally binding as a Carrier Certificate of Insurance Form.*

| | |
|---|---|
| ***Authorized Agent's Signature*** | ***Date*** |

# *PITCHNOLA 2014: LOTS OF PROGRESS COMPETITION*

**Exhibit "E"**

**NEW ORLEANS REDEVELOPMENT AUTHORITY**
**CONFLICT OF INTEREST DISCLOSURE AFFIDAVIT**

**STATE OF LOUISIANA**
**PARISH OF** _____

Before me, the undersigned authority, came and appeared_____, who, being first duly sworn, deposed and said that:

1. He/She is the_____and authorized representative of _____ _____, hereafter called "Respondent."

2. The Respondent submits the attached RFP Response in response to the (insert name of solicitation).

3. The Respondent hereby confirms that a conflict(s) of interest exists/does not exist/may exist in connection with this solicitation which might impair Respondent's ability to perform if awarded the contract, including any familial or business relationships that the Respondent, the proposed subcontractors, and their principals have with NORA Commissioners, officers and employees. (*If a conflict(s) of interest exists and/or may exist, describe in a letter the nature of the conflict, the parties involved and why there is a conflict. Attach said letter to this form*).

_____
Respondent Representative (Signature)

_____
(Print or type name)

_____
(Address)

Sworn to and subscribed before me, _____, Notary Public, this _____day of _____, 20___.

_____
Notary Public (signature)
Notary ID#/Bar Roll #

# *PITCHNOLA 2014: LOTS OF PROGRESS COMPETITION*

**Exhibit "F"**

**DBE PARTICIPATION**

**Complete the following and submit with your proposal to confirm your level of DBE participation.**

**Please check the appropriate space:**

_____The bidder/offerer is committed to a minimum of _____% DBE utilization on this contract.

_____The bidder/offerer, if unable to meet the DBE goal of _____%, is committed to a minimum of _____% DBE utilization on this contract and will submit documentation demonstrating good faith efforts.

Name of Bidder/Offerer Firm:

_____

Telephone: _____ Fax: _____ E-Mail: _____

By: _____ , _____

_____/_____/_____

(Signature) (Title) (Date)

The bidder/offerer is committed to utilizing DBE participation on the project in the following manner.

**Please check the appropriate space:**

_____The bidder/offerer is committed to utilizing the DBE firm named below for the *Scope of Work* as described. The estimated dollar value of the scope of work is $_____ or _____% of the total dollar value of the contract.

_____The bidder/offerer is committed to utilizing the DBE firm named below for the *Scope of Work* as described. The estimated dollar value of the scope of work is $_____ or _____% of the total dollar value of the contract.

Name of DBE Firm:

_____

DBE Firm Owner or Contact:

_____

Telephone: _____ Fax: _____ E-Mail:

_____

DBE TYPE: ____ SLDBE CERTIFIED; _____DOTD/LAUCP CERTIFIED; _____OTHER _____

_____*SCOPE OF WORK ATTACHED.* Proposed DBE % _____

*SCOPE OF WORK: Describe the work to be performed by the DBE firm.*

_____

_____