

**Park City Municipal Corporation (“PCMC” or “City”)**

**REQUEST FOR PROPOSALS FOR**

**Redevelopment of a 5-Acre Site in Bonanza Park**

*Respondents or their agents are instructed not to contact or seek references from City employees, agents or contractors of the City, selection committee members, the Mayor’s office or staff, members of the City Council and Planning Commission, or attempt to externally manipulate or influence the procurement process in any way, other than through the instructions contained herein, from the date of release of this RFP to the date of execution of the agreement resulting from this solicitation. City, in its sole discretion, may disqualify a Respondent for violation of this provision.*

## REQUEST FOR PROPOSALS ("RFP")

### REDEVELOPMENT OF A 5-ACRE SITE IN BONANZA PARK

PCMC is inviting Proposals from persons or firms ("Respondent") to provide redevelopment proposals on an approximately 5-acre site ("Site"), less any land dedicated to other projects, in the Bonanza Park/Snow Creek Neighborhood. No guarantee of the actual service/product requirement is implied or expressed by this RFP or the resulting agreements.

RFP AVAILABLE: **Wednesday, September 11, 2024**, on U3P and the PCMC website. Any modifications to the RFP or responses to questions submitted will be added as an addendum to the RFP posted on both websites. It is the responsibility of Respondents to regularly check for addenda.

SITE VISIT: While the RFP is advertised, Respondents may visit the site during reasonable hours to tour the property. Site visits are optional and PCMC staff will not attend.

QUESTIONS: All RFP questions must be submitted in writing via U3P by 11:00 a.m. on **Wednesday, October 9, 2024**, and will be treated as public information. The RFP will not be modified within 5 business days prior to closing.

PROPOSALS DUE: By **11:00 a.m. on Wednesday, November 6, 2024**. **Submit statements electronically through U3P. E-mail submissions will not be considered.** The statements will be opened after the submission deadline.

PROJECT LOCATION: Bonanza Park Neighborhood, Park City, UT 84060 (Parcels: PSA-46-A-X; PSA-46-RE-B-X; PSA-46-RE-C-X; PSA-46-RE-D-X; SA-109-G-X-X; KBC-A-X; KBC-B-X; PCA-110-G-1-X; PCA-110-G-2-A-X; PCA-110-G-3-X)

PROJECT DESCRIPTION (brief): Public-private mixed-use redevelopment of an approximately 5-acre Site, less any land allocated for other projects, located in Bonanza Park off Kearns Boulevard between Bonanza Drive and Park Avenue.

OWNER: Park City Municipal Corporation  
P.O. Box 1480  
Park City, UT 84060

CONTACT: Grant Herdrich, JD  
Procurement Manager  
[grant.herdrich@parkcity.org](mailto:grant.herdrich@parkcity.org)

**Statements will remain valid for 120 days after submission. PCMC reserves the right to reject any or all statements received for any reason. Furthermore, PCMC reserves the right to change dates or deadlines related to this RFP. PCMC also reserves the right to waive any informality or technicality in statements received when in the best interest of PCMC. PCMC reserves the right to hold interviews for any qualified Respondents/teams who respond to the RFP and/or directly select from the qualified teams directly to a project contract.**

## **I. Introduction**

### **Purpose of the RFP**

PCMC is seeking a qualified multi-disciplinary team to redevelop an approximately 5-acre Site in the Bonanza Park neighborhood to create a vibrant, mixed-use destination that blends residential, commercial, and community arts elements. The redevelopment should incorporate residential units offered at a range of prices and affordability, including deeply affordable units, in addition to a mix of local and market-rate commercial spaces, including space for artists and public art installations. The City seeks creative financial, phasing, parking, and design strategies to maximize community benefit.

### **Current Development Goals**

Park City desires a locally-focused, mixed-use, and mixed-income development to creatively incorporate housing, local retail, shared parking strategies, and community spaces with consideration for financial tools to maximize community benefit.

Housing should incorporate a range of unit prices and affordability levels, including deeply affordable units, possibly as low as 50% AMI. Market-rate units may be incorporated and should not total more than 20% of all units. Housing should be extremely limited on the first floor and only if necessary, to maintain vibrancy of the area at ground level with public spaces rather than private spaces.

Vibrant retail spaces should include a quality mix of local and market-rate retail and maker/art spaces. Market-rate retail should only be included to the extent necessary to support or benefit the Site's financial feasibility and to maximize community benefits. Local spaces should reflect reduced rents in favor of public benefit.

Below-ground parking is strongly preferred, with minimal allotments for ground-level for narrowly tailored retail needs. The City has a strong desire to incorporate shared multi-purpose public parking strategies for the Site, and explore other creative solutions such as leveraging nearby parking areas within walking distance for surge/overflow parking needs.

Community space is a vital component and should support the Site's vibrancy, including a minimum of 35,000 square feet. This should be designed to support the separation of space throughout the 5-acre Site for multiple small parks and a large central gathering space for locally focused events and concerts, or a combination of larger and smaller spaces for different public and private uses.

Public transportation access, pedestrian and bicycle pathways, and accessibility and integration should be prioritized within the Site.

The City seeks to identify creative strategies to maximize community benefit, including, but not limited to, financial, phasing, design, and, if necessary, Land Management Code ("LMC") amendments. Potential LMC amendments should be based on best practices to maximize community benefit. For example, four stories in height would be considered to support housing affordability, local retail, etc., considering design techniques, such as step-backs, orientations, and more. Otherwise, the LMC must be respected.

In the near future, the City intends to apply and complete a Voluntary Cleanup Program with the Utah Department of Environmental Quality. The City will manage and pay for the VCP and will coordinate with the selected developer. Details on the environmental conditions of the site can be found [here](#).

The City has entered into a construction agreement to reroute and underground the overhead power lines which currently exist on the Site. The 60-foot aerial easement will therefore be removed.

The Site design should contemplate a stand-alone mixed-use building on approximately 0.785 acres for the Kimball Art Center (“KAC”), which is integrated with overall Site functionality, connectivity, and circulation. While the preference would be to keep this building off of the corner of Bonanza and Kearns, the building location, orientation, and size should focus on functionality, overall Site integration and should consider outdoor flexible space which may include publicly accessible activations, art installations, and casual community gatherings. The KAC should be considered collaboratively with the City and KAC, will be independently designed, financed, and developed.

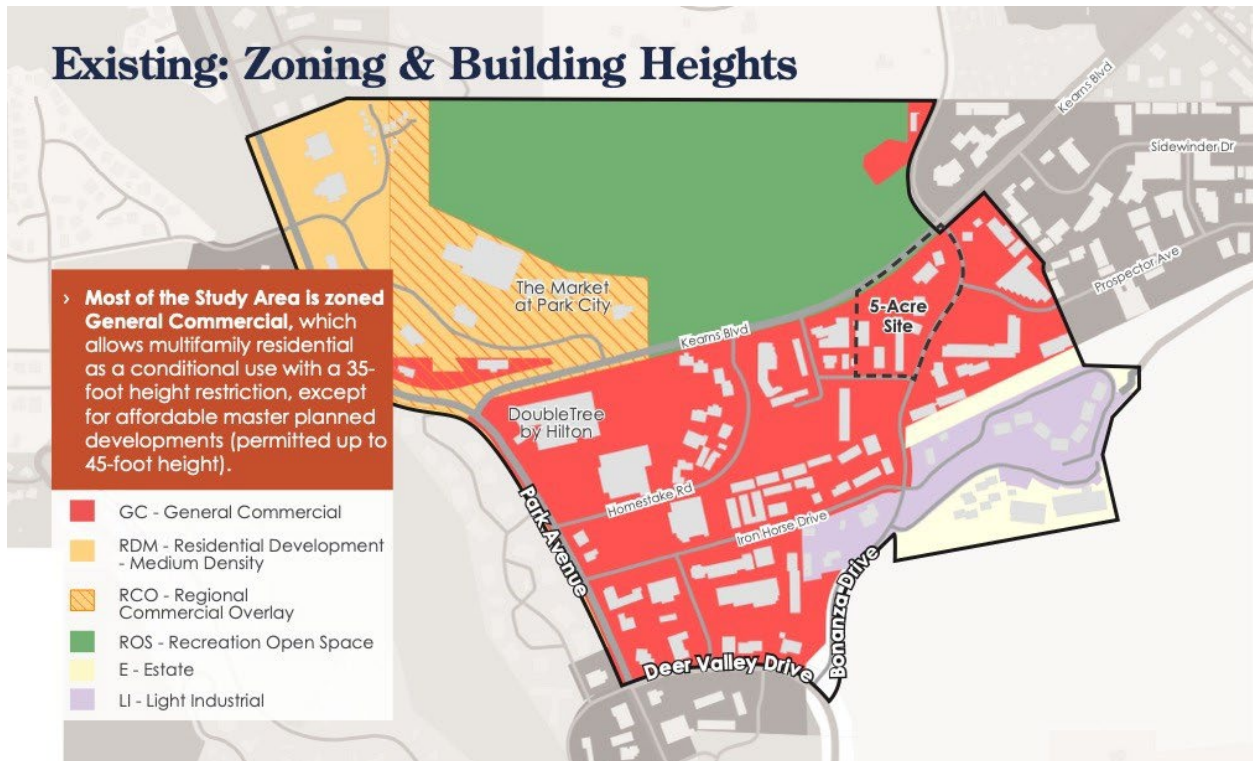
The Site should consider building efficiency and environmentally focused construction standards.

### **Current and Future Zoning and Overlays**

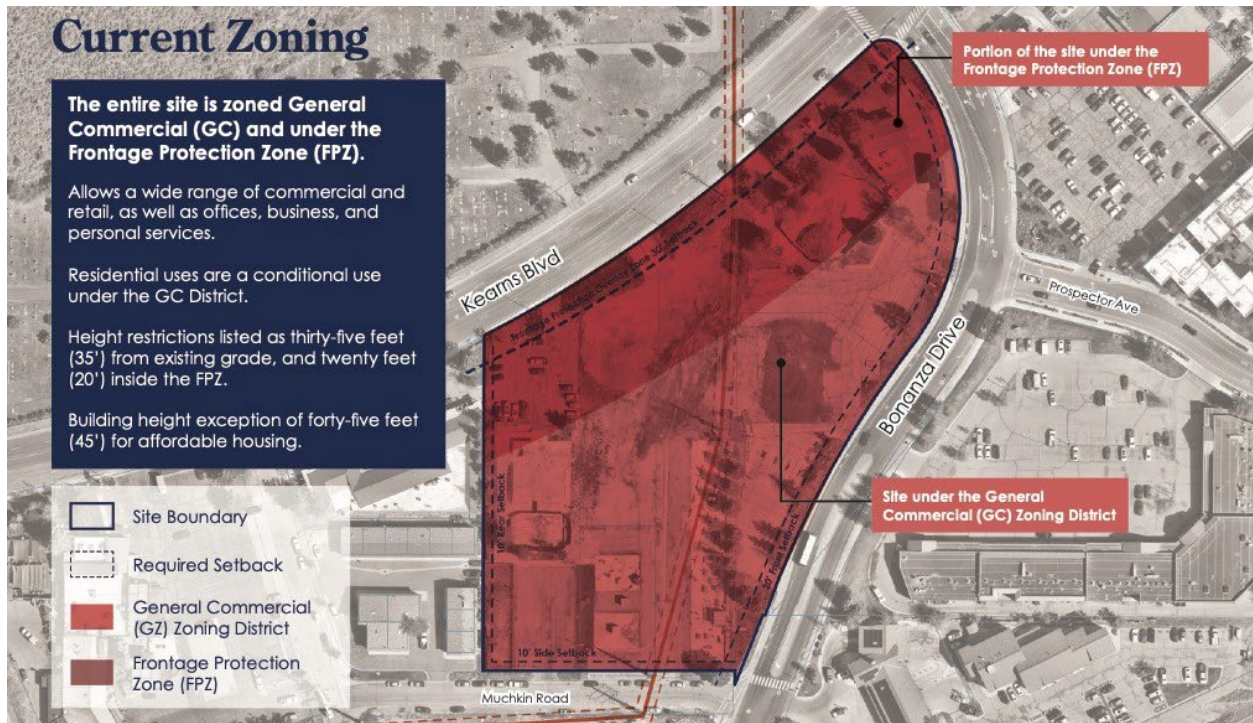
**Current Zoning and Overlays:** The Site is currently zoned General Commercial (“GC”), a zoning district that focuses on commercial retail, dining, and hospitality uses by right, allowing for residential uses as a conditional use. Density is restricted via setback requirements, and a building height of 35 feet is allowed for most structures, or approximately three stories. Buildings that qualify for an Affordable Master Plan Development (“AMPD”) may have a building height of 45 feet, or approximately four stories.

The Site’s Kearns Boulevard frontage also falls under the Frontage Protection Zone (“FPZ”) Overlay, which impacts the first 100 feet from the right-of-way of Kearns Boulevard. The FPZ restricts new structures, including buildings or signs, within the first 30 feet of the nearest right-of-way off Kearns Boulevard. Sidewalks or trails with pedestrian amenities may be built within this setback. All construction activity, including permanent signs, in the setback area between 30 and 100 feet from the nearest right-of-way line, require a conditional use permit.

## Existing: Zoning & Building Heights



Existing Zoning in the Bonanza Park Small Area Plan Area



Existing (Current) Zoning for the Site

**Future Zoning:** The new [Bonanza Park Small Area Plan](#) is the document for rezoning the area into a new Bonanza Park Mixed Use District (“BPMX”). It applies to the Site and the Bonanza Park area boundary and will ensure future growth reflects a more walkable, mixed-use, and human-scale environment. The

City is open to exploring other zoning changes that would achieve community benefits and welcomes your feedback on those potential modifications/definitions regarding any aspect of the Site to aid in accomplishing the City's vision and goals.

## **II. Term of Agreement**

The selection committee will evaluate proposals using the scoring criteria below and determine whether to directly negotiate with a preferred developer or interview one or more development teams. The chosen development team will continue negotiations to refine the proposal and enter into a development agreement.

## **III. Funding**

The City will negotiate with the development team regarding the project program and design specifics, the purchase or long-term lease of the property, private financing, funding incentives, and the use of public funds.

## **IV. Proposal Format & Content**

Proposals are intended to provide an understanding of how each development team can help PCMC achieve its vision and execute a successful project. Responses must demonstrate the development team's qualifications, competence, and vision for the Site, and provide the necessary technical detail to address key issues such as Site layout, development program, and financial feasibility. Proposals must provide the requested information in conformity with the requirements found in this RFP. Responses must include:

### **a. Cover Sheet**

### **b. Cover Letter**

Introductory cover letter identifying the firm (and essential team members), contact information for the project managers, the reason for interest in the development, and the vision for the proposed development. The letter needs to be signed by a principal or authorized officer of the company who may make legally binding commitments.

### **c. Table of Contents**

### **d. Statement of Project Understanding and Qualifications**

Include a statement of the project understanding and a summary of qualifications for performing past development work and ability to meet the community's goals based on the Respondent's skills and experiences.

### **e. Lead Firm Description**

Description of firm, including information such as history, services offered/general experiences, number of employees, location of office(s), and any M/WBE qualifications.

### **f. Respondent Organization Chart and Roles**

Include an organizational chart showing the proposed Respondent structure, including the names of each key subconsultant (architect, engineer, legal, etc.), their role, and the key personnel that would be involved in the project.

### **g. Team Resumes**

Provide resumes for the key project personnel listed under "Respondent Organization," including the location of the primary office to which they are assigned, relevant projects

they have worked on, and years of experience. Include the resume of the person who will be the day-to-day project manager for the proposed development project.

**h. Relevant Project Experiences**

Include information on past projects from the past 15 years that are comparable to the proposed project in scope, program, scale, or other key functions. Highlight the past project's location, square footage, general program, total development cost, the use of any public incentives, any sustainable certifications, and overall development timeline. Images of the completed or in-process relevant projects are welcome.

**i. References**

Include key references along with each individual's name, company, title, phone number, email address, and project that they were involved with.

**j. Creative Ideas and Solutions**

Provide a description of creative ways your team has provided affordable, attainable, and/or workforce housing using tools, programs, or methods outside of traditional incentives such as LIHTC, Housing Choice Vouchers, etc., or any creative ideas related to achieving the stated project goals. Describe how those methods may be applicable to the Site.

**k. Developer's Financial Background**

Describe your experience with private and public/private project financing mechanisms. Provide a general list of private sources of financing used for recent projects describing the type of private source (private investor, REIT, banks, etc.), public sources of financing/incentives used for recent projects, and past bankruptcies or pending financial litigation involving any firm or principal.

**l. Proposed Project Description & Supporting Information**

**a. Development Description**

A description of the envisioned development, including anticipated public benefits (e.g. special ongoing events, historic interpretation areas, parks, farmers markets, playgrounds, shared parking, etc.). This description should include a general discussion of the types of commercial tenants, if any, targeted for the development.

**b. Development Plan, Elevations, & Renderings**

A site plan, elevations, and rendering(s) that depict the proposed development and its various features, amenities, and uses. The drawings should include enough detail to ascertain the project layout, uses, roadways, and pedestrian infrastructure. This drawing should include, at a minimum, the following:

**i. Land Use(s) Proposed**

**ii. General characteristics of the Plan:**

1. Square feet by general use type. If affordable housing or other space is anticipated, note the number of units and/or square footage of that space.
2. Approximate number of parking spaces (surface parking and subterranean structured parking, if any).
3. Proposed number of stories for buildings and parking structures.
4. Uses of each building (residential, office, restaurant, retail, amenities, etc.).
5. Circulation patterns and connectivity throughout the Site and its immediate context.

6. Location and type of public amenities, including representative imagery of what is envisioned for the area.

**m. Design**

Include examples of the types of building design proposed using examples from other projects. In addition, note or include images of unique plan features, buildings, or other design elements and the materials proposed for building construction.

**n. Development Timeline**

A high-level development timeline should be included from pre-design through completion, including any phasing.

**o. Cost Estimate**

Provide a general estimate of the proposed project cost broken down by major category (land lease terms, Site development, entitlements, construction, infrastructure, etc.). Include any assumed contingency funds or other special costs separately.

**p. Sources & Uses**

List of sources and uses of funds to be used to construct the proposed development. If the use of any public funds is anticipated, please include those specifically.

**q. Development Feasibility**

Provide a high-level estimate of the project's financial feasibility—both with and without public incentives, if applicable.

**r. Proof of Financing Capability**

Provide proof of financing capability to complete the project, including financial commitments from lenders, equity partners, or other sources of financing if applicable.

**s. Master Developer Designation**

If acting as a “master developer” for the entire Site, identify the proposed components of the development that a sub-developer would execute.

**t. Public Incentives**

Identify any public incentives—including, but not limited to, tax increment financing, property tax abatement, special taxing districts, cooperation agreements, etc., sought to complete the proposed development. Describe the intended uses for those funds.

**u. Economic Impact**

Include, at a minimum, basic economic impact information, including the number of temporary full-time and full-time equivalent development jobs created during the development period and the average wage of those jobs; the number of permanent full-time and full-time equivalent jobs created upon project stabilization and the average wage of those jobs; and the total expected amount of annual retail and restaurant sales upon project stabilization. Include an approximate estimate of any anticipated spillover economic activity (number of new full-time or full-time equivalent jobs, estimated annual wages, and spending) that could occur due to the new development.

**v. Fiscal Impact**

Include a brief analysis of the fiscal benefits to Park City, including types and estimated amount of property, sales, hospitality, or other tax revenues generated annually upon stabilization of the project, services provided, or other key benefits to the public.

**w. Land Use & Zoning**

The proposal should show how the proposed project supports the existing zoning or describe the necessary changes to the LMC. If code changes are anticipated, demonstrate how those changes support the development while achieving community benefit. Include examples of best practices in other communities to support the LMC changes.



**x. Additional Supporting Information**

The proposal should include, at a minimum, a site plan along with a 3-dimensional model, axonometric drawing, or other three-dimensional diagram to understand the overall size, form, and spatial impact of the proposed project. The submission may also include any other information or visuals that would illustrate the full vision for the proposed redevelopment of the Site (elevations, example imagery, renderings, etc.)

Submittals should be a maximum of 55 pages (excluding section dividers) and in a font no smaller than 11 points.

The selection committee shall notify those Respondents to be given further consideration and interviewed. Respondents scoring over 65% of the total points will move on to the interview phase. The interview requirements and format will be provided to the finalists in advance.

**V. Evaluation Criteria**

	Total Points Available	Points Awarded
<b>Proposed Project</b>		
Team qualifications, past work, references, and project clarity.	150	
Demonstrates an understanding of the City's project vision and goals in the Bonanza Park Neighborhood Plan.	100	
Demonstrates financial capacity and technical ability to execute a project of a similar scope and cost.	80	
Demonstrates creativity in designing a mixed-use development incorporating housing, local retail, structured below-ground parking, green space, and connectivity with consideration for financing tools, phasing, and long-term programming.	80	
Demonstrates an ability to develop creative financial housing strategies to achieve a range of unit prices and affordability levels, including deeply affordable. This may include, but is not limited to, federal and state LIHTC.	80	
Demonstrates an ability to come up with creative shared parking strategies.	40	
Demonstrate an ability to incorporate vibrant retail space, including a quality mix of local and market-rate retail and maker/art spaces.	40	
Demonstrates an ability to enhance connectivity from the Site to surrounding neighborhoods, including trails, public transportation access, and facilities.	20	
Demonstrates an ability to incorporate public-use amenities as a part of the overall project for public benefit, including community-focused gathering spaces and pathways.	20	
To meet the City's vision, demonstrate creative ideas for any strategic amendments to the LMC based on best practices in other communities if necessary.	20	
Demonstrates a commitment to sustainable building standards in their past projects and shows plans to incorporate it in their proposed project.	20	

Commits with local economic development, nonprofits, and philanthropic organizations to provide creative financing that allows for the inclusion of small businesses and artists space or the continued programming and maintenance of public space.	10	
<b>Grand Total</b>	<b>660</b>	

PCMC reserves the right to reject any statements for any reason and statements lacking the required information will not be considered.

**VI. Government Records Access and Management Act.**

All submittals will be treated as public records in accordance with the requirements of the Government Records Access and Management Act, Title 63G, Chapter 2 of the Utah Code (“GRAMA”) unless otherwise designated by the Respondent pursuant to Utah Code § 63G-2-309, as amended. The burden of claiming an exemption from disclosure shall rest solely with each Respondent. Respondent shall submit any materials for which Respondent claims a privilege from disclosure marked as “Confidential” and accompanied by a statement from Respondent supporting the exemption claim. PCMC shall make reasonable efforts to notify Respondent of any GRAMA requests for documents submitted under an exemption claim. Respondent waives any claims against PCMC related to the disclosure of any materials pursuant to GRAMA. Please note the following:

- a. Respondent must not stamp all materials confidential. Only those materials for which a claim of confidentiality can be made under GRAMA, such as trade secrets, pricing, non-public financial information, etc., should be stamped.
- b. Respondent must submit a letter stating the reasons for the claim of confidentiality for every type of information that is stamped “Confidential.” Generally, GRAMA only protects against the disclosure of trade secrets or commercial information that could reasonably be expected to result in unfair competitive injury. Failure to timely submit a written basis for a claim of “Confidential” may result in a waiver of an exemption from disclosure under GRAMA.
- c. For convenience, a Business Confidentiality Request Form (“BCR Form”) is attached to this RFP as **Attachment 2**. Respondents must submit a completed BCR Form at the time of submission of any statement.

**VI. Ethics.**

By submission of a statement, Respondent represents and agrees to the following ethical standards:

**REPRESENTATION REGARDING ETHICAL STANDARDS:** Respondent represents that it has not: (1) provided an illegal gift or payoff to a city officer or employee or former city officer or employee, or his or her relative or business entity; (2) retained any person to solicit or secure this contract upon an agreement or understanding for a commission, percentage, or brokerage or contingent fee, other than bona fide employees of bona fide commercial selling agencies to secure business; (3) knowingly breached any of the ethical standards set forth in the City's conflict of interest ordinance, Chapter 3.1 of the Park City Code; or (4) knowingly influenced, and hereby promises that it will not knowingly

influence, a city officer or employee or former city officer or employee to breach any of the ethical standards set forth in the City's conflict of interest ordinance, Chapter 3.1 of the Park City Code.

## VII. Selection Process

Proposals will be evaluated on the criteria listed in Section IV, Contents of Statement and Evaluation Criteria, above.

The selection process will proceed on the following anticipated schedule.

RFP Release	Wednesday, September 11, 2024
Clarification Questions Due	Wednesday, October 9, 2024, at 11:00 am (MT)
Submissions Due	Wednesday, November 6, 2024, at 11:00 am (MT)
Evaluations Conducted by the Selection Committee	Wednesday, November 6, 2024, through Friday, November 20, 2024
Interviews Conducted (in-person and hybrid) <sup>1</sup>	Monday, November 18, 2024, through Friday, November 27, 2024
Negotiations with Development Team	Beginning the week of December 2, 2024

<sup>1</sup> The selection committee may ask Respondents to interview to discuss their proposals in further detail. Not all development teams are guaranteed an interview.

## VIII. PCMC Required Agreements

Should the PCMC select a development team from the RFP process, the successful Respondent will be required to enter negotiations with PCMC with the expectation the parties will enter into a Memorandum of Understanding (MOU) with regard to the proposed development. After additional negotiations—including, but not limited to the purchase or lease of the property, the proposed project's scale, the program mix, the inclusion of public amenities, the project's general architectural design, and the financial participation of PCMC—the Respondent will enter into a development agreement with PCMC. Respondent must be authorized to do business in Utah at the time of Development Agreement execution. If Respondent's address is within the 84060 zip code, a valid PCMC business license is required.

## IX. General Provisions

- a. No Representations or Warranty. It is the responsibility of each Respondent to carefully examine this RFP and evaluate all of the instructions, circumstances and conditions which may affect any statement. Failure to examine and review the RFP and other relevant documents or information will not relieve Respondent from complying fully with the requirements of this RFP. Respondent's use of the information contained in the RFP is at Respondent's own risk and no representation or warranty is made by PCMC regarding the materials in the RFP.
- b. Cost of Developing Statements. All costs related to the preparation of the statements and any related activities are the sole responsibility of the Respondent. PCMC assumes no liability for any costs incurred by Respondents throughout the entire selection process.

- c. Equal Opportunity. PCMC will make every effort to ensure that all Respondents are treated fairly and equally throughout the advertisement, review, and selection process. The procedures established herein are designed to give all parties reasonable access to the same basic information.
- d. Statement Ownership. All statements, including attachments, supplementary materials, addenda, etc., will become the property of PCMC and will not be returned to the Respondent.
- e. Modification of RFP. PCMC reserves the right to cancel or modify the terms of this RFP and/or the project at any time and for any reason preceding the contract execution. PCMC will provide written notice to Respondents of any cancellation and/or modification.
- f. Financial Responsibility. No statement will be accepted from, or contract awarded to, any person, firm, or corporation that is in arrears to PCMC, upon debt or contract, or that is a defaulter, as surety or otherwise, upon any obligation to the PCMC, or that may be deemed irresponsible or unreliable by PCMC. Respondents may be required to submit satisfactory evidence demonstrating the necessary financial resources to perform and complete the work outlined in this RFP.
- g. Local Businesses. PCMC's policy is to make reasonable attempts to support local businesses by purchasing goods and services through local vendors and service providers, subject to Federal, State, and local procurement laws

**X. Attachments**

**Attachment 1 – Business Confidentiality Request Form**

## **Attachment 1 – Business Confidentiality Request Form**

### **REQUEST FOR PROTECTED STATUS**

(Business Confidentiality Claims under Utah’s Government Records Access and Management Act (“GRAMA”), Utah Code § 63G-2-309)

I request that the described portion of the record provided to Park City Municipal Corporation be considered confidential and given protected status as defined in GRAMA.

Name:

Address:

Description of the portion of the record provided to Park City Municipal Corporation that you believe qualifies for protected status under GRAMA (identify these portions with as much specificity as possible) (attach additional sheets if necessary): \_\_\_\_\_  
\_\_\_\_\_

The claim of business confidentiality is supported by (please check the box/boxes that apply):

- The described portion of the record is a trade secret as defined in Utah Code § 13-24-2.
- The described portion of the record is commercial or non-individual financial information the disclosure of which could reasonably be expected to result in unfair competitive injury to the provider of the information or would impair the ability of the governmental entity to obtain the necessary information in the future and the interest of the claimant in prohibiting access to the information is greater than the interest of the public in obtaining access.
- The described portion of the record would cause commercial injury to, or confer a competitive advantage upon a potential or actual competitor of, a commercial project entity as defined in Utah Code § 11-13-103(4).

**REQUIRED:** Written statement of reasons supporting a business confidentiality claim as required by Utah Code § 63G-2-305 (1) –(2) (attach additional sheets if necessary):

**NOTE:** The claimant shall be notified if the portion of the record claimed to be protected is classified as public or if the determination is made that the portion of the record should be disclosed because the interests favoring access outweigh the interests favoring restriction of access. Records claimed to be protected under this business confidentiality claim may not be disclosed until the period in which to bring the appeal expires or the end of the appeals process, including judicial appeal, **unless the claimant, after notice, has waived the claim by not appealing the classification within thirty (30) calendar days.** Utah Code § 63G-2-309(2).

Signature of Claimant:

Date: