



Memorandum

To: City of Roswell Mayor and City Council

From: Roswell Downtown Development Authority

Date: August 8, 2016

RE: Southern Skillet/Roswell Plaza Redevelopment

The Roswell Downtown Development Authority (RDDA) is grateful to have a Mayor and members of City Council that are engaged and attentive to the redevelopment process under way for the Southern Skillet Property (SSP). While RDDA will be seeking input from each of you on an ongoing basis, we thought it timely to communicate how RDDA envisions the process going forward.

I. RDDA's objectives for the process of the redevelopment of the SSP is detailed below:

- Pursuant to our fiduciary responsibility, identify and engage a development partner that will ideally purchase the property for an amount equal or in excess of the price paid for the property in January of 2016 by the City of Roswell and who's development plan is appropriate for the site and downtown Roswell.
- Seek a partner that understands and embraces the history, scale and vision that is unique to Roswell. RDDA will further define what that vision, scale and history means to the development as we craft a series of "intent statements."

- Identify a partner that has the expertise, strength of capital, and relationships with tenants to successfully execute the (to be) approved plan.
- Understand and incorporate the views of council, sharing our approach in the process in a transparent fashion.
- Reach out, understand and incorporate the desires of the greater community of Roswell in the intent statements and vision for downtown.
- Leverage our expertise and knowledge of this site and submarket, as well as our unique financial tools, to achieve a project that will stand as a catalyst for future redevelopment in our downtown.
- Set high quality design and construction standards that creates a mix used project that will integrate into Roswell's historic fabric and point the way for future redevelopments.

II. Estimated Process Sequence:

- We are currently drafting the RFQ/RFP document which includes information regarding the market, zoning and regulations, as well as a statement of intentions or "Intent Statements" for the property.
- Gather Input from Roswell Citizens from RDDA's blog that asks for citizens to share their future vision for this site.
- Meet with City Staff/department heads to ascertain any issues they see with this site as it pertains to a redevelopment. These issues will likely be technical in nature and will be included in the RFQ/RFP.
- Meet with the Historic Preservation Commission to review the RFQ/RFP and confirm that the document is in agreement with the Historic Guidelines. (We plan to invite the Design Review Board, as this property abuts the area reviewed by the DRB.)
- Host a second DDA Town Hall (the first one was June 21st and discussed Form Based Code and the challenges of redevelopment) that will include further opportunity for input from citizens for the future of the Southern Skillet site.

- Finalize the RFQ/RFP Document and circulate document to Mayor and City Council, City Staff, and Historic Planning Commission and Design Review Board prior to issuance for comment.
- The RFQ/RFP document will be distributed to all interested parties including key developers that we identify as having the expertise and capability to respond to such a project.
- Combined RFQ/RFP process where respondents submit answers to the RFQ portion first, bearing in mind RFP content will be more extensive.
- Based on review responses to RFQ, the DDA will select approximately 3-4 teams to move forward to RFP stage inclusive of plans, sketches, and purchase offer.
- Selected finalists will present their plans at a public meeting that will be well publicized.
- Award recipient selected by the DDA.
- Negotiations begin with selected award recipient to refine, adjust, and determine RDDA involvement if needed, and to complete the purchase agreement/development agreement.
- Final Site Plan and project details presented to City Council.
- Site Plan presented to Historic Preservation Commission for approval.

As evidenced by the above outline, this process has multiple steps. The input of the Mayor and City Council will be solicited and welcomed on an ongoing basis throughout the process.

The members of the RDDA hopes that you will understand that we cannot accept the additional provision added to the resolution of July 11, 2016 regarding the agreement to move forward with pursuing a series of conditional uses for the Skillet Shopping Center. Specifically, the provision (#7) that provides for the Mayor and City Council to select two additional teams from the RFQ results to submit a proposal in answer to the associated RFP. The DDA is not willing to operate under the condition as proposed in Item #7 of the resolution. In support of our reasoning, the DDA believes a process that permits two independent bodies to each select Request for Qualification respondents introduces bias in the selection of a Request for Proposal awardee, especially given that the DDA will be the sole issuing body of the RFQ/RFP and

responsible for the integrity of the process. The DDA will solicit input from the City Council and the general public throughout the RFQ/RFP process.

We look forward to working together with the Mayor, City Council and citizens of Roswell to achieve an exceptional redevelopment project.

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Sincerely,

Roswell Downtown Development Authority

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