

# CITY OF CRESTWOOD, MISSOURI

## REQUEST FOR PROPOSALS

### CRESTVIEW PLAZA REDEVELOPMENT AREA



#### PROPOSALS DUE:

**March 31, 2023 by 4:00 PM**

Crestwood Government Center  
1 Detjen Drive  
Crestwood, Missouri 63126  
ATTN: Danny Jendusa, City Planner



## PART ONE – BACKGROUND INFORMATION

### INTRODUCTION

The City of Crestwood, Missouri (the “City”) is pleased to present the opportunity to qualified developers to acquire and redevelop an area (the “Redevelopment Area”) of approximately 8.8 acres at 9222 Watson Road- the site of the Crestview Plaza shopping center. The City hopes to achieve several objectives by redeveloping the proposed Redevelopment Area: (1) provide new and viable commercial, retail, entertainment, office, residential, and/or service activities for the City’s residents; (2) ensure that the Redevelopment Area is developed within a reasonable time by a developer with sufficient experience and expertise; and (3) reinvigorate a vital commercial corridor for the Crestwood community.

**Figure 1. Map of Redevelopment Area.**



The Redevelopment Area is centrally located within the City of Crestwood, and is generally bound by Watson Road to the north; adjacent commercial and office uses to the east and west along the Watson Road frontage; multi-family residential garden apartments to the southwest; and single family residential homes to the south and southeast. **Figure 1**, above, shows the Redevelopment Area in its entirety. The City would welcome proposals that included adjacent sites to the west, if proposers wished to undertake a larger-scale redevelopment.

The Redevelopment Area represents a significant opportunity in a strong South St. Louis County development market.

Key Demographics within three (3) miles of the Redevelopment Area (2022):

- Population: Approximately 88,500 residents in 38,000 households
- Median Age: 43 years
- Average Household Income (est.): \$127,000
- Median Household Income (est.): \$84,000
- Median Home Value (Owner-Occupied Units): \$274,819
- Educational Attainment: Over 46% of adults (25+) with a Bachelor's Degree or higher

Additionally, there are over 45,000 employees working within three (3) miles of the Redevelopment Area. Approximately 40,000 of these workers are commuting from elsewhere into to the 3-mile capture area.

The Redevelopment Area is located near several significant nodes of activity, investment, and traffic generation. It is located immediately across the street from the new Crestwood Crossing mixed use development, adding a full service 70,000sf Dierberg's grocery store, additional retail users, restaurants, 81 new single family homes, and a new direct connection to the Grant's Trail Greenway for pedestrians & bicycle . The first phase of Crestwood Crossing will open in spring 2023. Additionally, a new 92,500sf Bass Pro Shop "Outdoor World" store will also open just 2 miles to the west on Watson Rd in spring 2023. The world-renowned Grant's Farm, which attracts over 500,000 visitors annually, is located approximately 1 mile from the Redevelopment Area. Watson Road, which serves the Redevelopment Area, will be resurfaced and feature improved sidewalks in 2024. The City of Crestwood is investing in aesthetic enhancements along Watson Road, including beautifying medians and upgrade traffic signals along the corridor.

The City of Crestwood and the areas surrounding it offer a diverse array of housing and educational options. Several institutions of higher education are located a short drive from the Redevelopment Area, including the Webster University, Washington University, St. Louis University, and the St. Louis Community College - Meramec campus.

Only 1.3 miles from Interstate 44, the Redevelopment Area is easily accessible by automobile. The Redevelopment Area is adjacent to Watson Road (Route 366) which has an average daily traffic count of approximately 25,000 vehicles. The Redevelopment Area is less than 20 minutes from St. Louis Lambert International Airport, less than 20 minutes from downtown Clayton, and 25 minutes from downtown St. Louis. The public bus system, MetroBus, provides public transportation for the Redevelopment Area. MetroBus serves the public transportation needs of greater St. Louis area and includes service to the metro-east (Illinois). The Redevelopment Area also enjoys nearby access to Grant’s Trail, a 12.14-mile paved greenway that runs through several municipalities in St. Louis County and connects to a larger regional greenway network.

## **PART TWO – DEVELOPMENT PLAN**

The City of Crestwood presents its vision for the Redevelopment Area in the text and graphics of its planning documents. It is highly recommended that prospective developers review these documents prior to formulating their proposal.

- [The City of Crestwood Comprehensive Plan \(2017\)](#)
- [The City of Crestwood Development Code- Watson Road Overlay Area](#)

The Comprehensive Plan promotes density and mixed-use development with an emphasis on quality buildings and amenities. The Comprehensive Plan seeks to create a more active, vibrant, and pedestrian-friendly “town center” on Watson Road with park-once nodes of well-connected service businesses, retail, restaurants, entertainment, professional offices, and high-quality residential, functioning as the heart of Crestwood’s commercial area.

The City’s Development Code provides zoning and subdivision regulations in support of this vision. The Redevelopment Area is located within the Watson Road Overlay Area, which is governed by development standards and design guidelines regulating elements such as setbacks, view sheds, fenestration, building materials, landscaping, etc. for new development and redevelopment projects along the Watson Road corridor. Among its objectives, the Watson Road Overlay Area (WROA) regulations are intended to:

- Encourage building placement and design along with site design that encourages creation of a “sense of place” and that fosters an overall appearance supporting the Watson Road corridor as a destination location;
- Promote a mix of land uses and density that creates an identity for the area and can offer the potential to create a “live/work” environment that can take advantage of the corridor’s proximity to public transit
- Create a pedestrian-friendly, walkable environment with clear and ample access to the City, the Great Rivers Greenway trail system, and nearby parks.

The Redevelopment Area is currently zoned to allow general retail, office, services, and restaurant uses. However, the City would consider requests for a change of zoning to a Planned Development district, providing greater flexibility to establish site-specific standards for a well-integrated, comprehensive mixed use development plan.

## **PART THREE –PROPOSAL CONTENT**

At a minimum, redevelopment proposals should include the following:

### **1. Project Overview**

- A. A development plan drawing depicting the proposed development of the Area. This drawing should be at a sufficient level of detail to demonstrate the following information, either on the development plan drawing itself or in accompanying text or some combination thereof:
  - i. The land use(s) proposed.
  - ii. General characteristics of the plan such as:
    - 1) The approximate square footage by general use type.
    - 2) An approximate number of parking spaces provided.
    - 3) The proposed number of stories for buildings and parking structure levels (if applicable).
  - iii. Design
    - Although building elevation designs are not required, the proposer should provide examples of the types of building design that are being proposed using photo or drawing examples from other projects it has undertaken or that have been developed by others. Unique features of the plan, buildings, or other design elements that are being proposed should be highlighted.
- B. A generalized estimate of the total proposed project cost.
- C. A list of sources and uses of funds to be used to construct the proposed development and evidence to support financing capability and the capacity to complete the proposed project as part of any agreement, including any financial commitment letters from lenders, equity partners, or contributors and/or other sources of financing.
- D. A project schedule; and
- E. Any other information which would provide a full and complete description of the proposed project or use of property within the Redevelopment Area.

### **2. Qualifications**

- A. Developer Information

- i. Full legal name, address, phone number, and email address for developer contact

## B. Developer's Background

- i. Identification and full description of specific project experience that is related to and that would uniquely qualify the firm to undertake development the Redevelopment Area, including:
  - 1) The uses (office, retail, parking, etc.) associated with prior developments;
  - 2) Prior project costs, sizes, methods, amounts and sources of financing;
  - 3) Experience addressing public infrastructure improvements needed for the project;
  - 4) Photographs or other graphic presentations of the prior developments; and

## 3. Other Notations

- A. Any proposer may acquire additional properties outside and adjacent to the boundary as a part of their proposed development either as demonstrated in the response to this RFP or at some later date.
- B. Proposers should note that the City of Crestwood does not own land in the Redevelopment Area. Proposers should contact Tim Lawlor at Balke Brown Transwestern, (314-880-0424 x424) for purchase inquiries.

## **PART FOUR – SELECTION CRITERIA**

Proposals will be reviewed by the City staff for completeness, development plan details, and other material terms. Selection of a developer will be made based on such factors as the Board of Aldermen determines in its sole discretion, which may include (but need not be limited to) the following:

1. The degree to which the proposed development meets the City's planning and zoning goals and requirements for the Redevelopment Area;
2. Experience and history of the developer in performing similar redevelopment projects;
3. Stability and credibility of financing/capital stack;
4. Viability of the proposed project;
5. Types of proposed land use;
6. Credibility of any contingencies;
7. Quality of public amenities associated with the project, if applicable;
8. Responsiveness of the redeveloper to the terms of this RFP; and
9. Timeline of redevelopment completion.

## **PART FIVE – TERMS AND CONDITIONS**

The following terms and conditions apply to all proposals:

1. The City reserves the right to reject any and all proposals submitted; to negotiate with one or more responding parties; to select one or more responding parties; to void this RFP and the review process and/or terminate negotiations at any time without prior notice; to select separate responding parties for various parts of the Redevelopment Area and this RFP; and to select a final party/parties from among the proposals received in response to this RFP. Additionally, any and all RFP project elements, requirements and schedules are subject to change and modification. The City also reserves the unqualified right to modify, suspend, or terminate at its sole discretion any and all aspects of this RFP process, to obtain further information from any and all responding parties, and to waive any defects as to form or content of the RFP or any responses by any party, all without prior notice.
2. The City encourages proposers to review the planning and zoning documents as referenced in this RFP. For proposals contingent on rezoning and financing, the City may, in its sole and absolute discretion, determine which proposals are credible and may disregard those it deems not credible. In making its credibility determination, the City may consider such factors as the City deems relevant.
3. The City reserves the right to select a non-contingent proposal over one that is contingent.
4. The City also reserves the right to interview proposing entities in one or more rounds.
5. This RFP does not commit the City to extend development rights, defray any costs incurred in the preparation of a response to this request, or procure or contract for services. All submitted responses to this RFP become the property of the City as public records. All proposals may be subject to public review, on request, unless and to the extent exempted in accordance with applicable provisions of Chapter 610 RSMo, Missouri's open records law.
6. The proposer is responsible for all costs in assessing, inspecting, surveying, and evaluating the Redevelopment Area and will be expected to fund the costs associated with any public incentives, including tax abatement or special taxing districts proposed, if necessary.
7. By accepting this RFP and/or submitting a proposal in response thereto, each responding party agrees for itself, its successors and assigns, to hold the City, and all of their various agents, commissioners, directors, consultants, attorneys, officers and employees harmless from and against any and all claims and demands of whatever nature or type, which any such responding company, its representatives, agents, contractors, successors or assigns may have against any of them as a result of issuing this RFP, revising this RFP, conducting the selection process and subsequent negotiations, making a final recommendation, selecting a responding party/parties or negotiating or executing an agreement incorporating the commitments of the selected responding party.
8. By submitting responses, each responding party acknowledges having read this RFP in its entirety and agrees to all terms and conditions set out in this RFP.

## **SUBMISSION OF PROPOSALS**

To be considered, proposals must be received no later than 4:00 PM CST on March 31, 2023. Upon selection of a developer or developers for further consideration, the City will notify the successful developer or developers of their selection for further consideration; at that time, the City reserves the right to request that the successful developer or developers enter into a preliminary funding agreement with the City in order to reimburse the City for costs incurred in further evaluating the successful proposals, including changes to the same, and costs incurred with negotiating a development agreement with the successful developer or developers.

Firms should submit three hard copies of their proposal and a digital copy on a USB/Flash drive to:

Crestwood Government Center  
1 Detjen Drive  
Crestwood, Missouri 63126  
ATTN: Danny Jendusa, City Planner

Please direct inquiries or questions related to this RFP to Danny Jendusa at 314-729-4781 or [djendusa@cityofcrestwood.org](mailto:djendusa@cityofcrestwood.org).