

# Request for Proposals

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FOR THE DEVELOPMENT OF THE FERRUM PROPERTY (PARCEL #  
0800006500 & 0800101900) IN FRANKLIN COUNTY, VIRGINIA



**Franklin County**

**Solicitation # RFP 082301**

FRANKLIN COUNTY, VIRGINIA | ISSUE DATE: 08/01/2023 | ACCEPTANCE DATE: 09/12/2023, 4:00 PM

**FRANKLIN COUNTY, VIRGINIA**  
**REQUEST FOR PROPOSALS FOR FERRUM PROPERTY**  
**DEVELOPMENT**  
**SOLICITATION #RFP: 082301**

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## **Part I: General Background Information**

### **Section 1.1. Introduction**

In 2022, Franklin County received funding from Housing Virginia to conduct a Master Planning process for two County-owned properties (totaling over 80 acres) in the Ferrum Village, home to Ferrum College. This recent process was part of a larger effort dating back to the 1990s when the County first attempted to develop this land. At that time, the County constructed West Franklin Drive, with the intent of developing an industrial park that did not materialize. In 2019, the County adopted a Ferrum Village Area Plan, which incorporated goals for the community and residential development concepts for the 80+ acres. A year later, the County commissioned a Housing Needs Assessment for the Ferrum Area - documenting housing needs, potential market demand, and the types of new development that might be feasible.

For the most recent master planning process for the Ferrum Property, the County developed a Ferrum Property Master Plan document. The Master Plan is intended to set a vision for the potential development for the site's 80+ acres. It is considered the primary document to guide future improvements to the property. Within the Master Plan document there is a Site Assessment that includes records on the planning process, site assessments, research, public and stakeholder engagement, and initial development concepts; the Site Assessment is a technical reference document.

With funding from Virginia Housing, Franklin County secured consultants through the West Piedmont Planning District Commission's on-call consultant program. EPR, P.C. was the planning firm that assembled these reports with local staff. Dozens of local stakeholders made this process possible with their time and input.

The purpose of this solicitation is to procure proposals from one or more qualified Development Partner(s) to help implement Franklin County's vision for developing the Ferrum Property.

### **Section 1.2. Overview of Requested Services**

Franklin County seeks submissions from potential Development Partner(s) with successful experience creating mixed-finance, mixed-income, and/or mixed-use housing developments serving a wide range of household incomes, including workforce/affordable housing. The selected firm(s) may be chosen to enter into a Development Agreement with Franklin County.

The County is requesting a proposal for development that considers the Ferrum Property Master Plan (see attachment). The proposal response should provide sufficient information and detail for the County to evaluate its consistency with the Ferrum Property Master Plan. The proposals may contain plans to develop all or a portion of the property. If the proposal(s) include phases of development, those phases should be clearly enumerated.

### **Section 1.3. Description of the Ferrum Property**

The subject property consists of 84.17 acres of County-owned land, located directly west of Ferrum College. The study area includes two parcels: a 1.5-acre lot (parcel number 0800101900) along West Franklin Street and a larger 82.67-acre property (parcel number 0800006500). Note that Development Partner(s) may focus on the 82.67-acre parcel if the smaller lot does not provide additional value to the overall proposal.

## **Section 1.4. Method of Solicitation**

Franklin County is soliciting proposals from interested Development Partners with a documented, accomplished record of developing mixed-finance, mixed-income, and/or mixed-use housing sites. Development experience in Virginia and rural communities is strongly preferred. A review committee coordinated by Franklin County will evaluate responses consistent with the criteria outlined below. From among the list of respondents meeting a minimum threshold, the County Administrator's Office will provide to the Franklin County Board of Supervisors a report of the evaluation process and a recommendation for the selection of one or more potential Development Partners. The Board of Supervisors, in whose sole discretion it is to accept or reject the evaluation panel or County Administrator's Office recommendations, will make the final selection(s).

## **Part II: Scope of Services/Roles and Responsibilities**

### **Section 2.1. Contents of Proposal**

All proposals must include the following items:

- The proposer's contact information, including phone and email address of the proposer's primary contact.
- The development plan for the property with specific information regarding the Development Partner(s)' experience owning and/or managing mixed-finance, mixed-income, and/or mixed-use housing.
- The proposed site plan with detailed timelines for construction, including any proposed development phases.
- A description of the housing types, housing density, and housing price ranges that will be included in the project.
- If applicable, a description of the commercial and/or civic development that will be included in the project.
- A description of the recreational development that will be included in the project, including any open space, trails, and/or park space, if any.
- Description of intended ownership of housing (e.g., owner occupied, rental, or other leasing structure), streets and any community and/or recreational amenities included in the project.
- Financial statements of principals for the prior two (2) years demonstrating the proposer's ability to complete the proposed transaction, or evidence that financing can be successfully obtained, and the financial analysis that has been completed to ensure the project is feasible.
- Description of any grant programs or funding sources that will be used to complete the development including those that may require County assistance, support and/or administration.

- Any other local (County) funding or financial incentive structure proposed for the project, if any.
- Proposed plan for the purchase of the property (e.g., financing plan, down payment, phasing, etc.), including an offered purchase price.
- Descriptions and locations of similar projects, which are completed or under construction by the potential Development Partner(s).

## Section 2.2. Review Process

As this RFP is for a development agreement, successful responses will be selected based on a set of criteria by a review committee. The review committee will be composed of Franklin County officials and stakeholders, as appointed by the Franklin County Board of Supervisors.

Reviewers will use a scoring matrix to quantify the following criteria:

<b>Evaluation Factors</b>	<b>Points</b>
<b>Team Experience:</b> The degree to which the Development Partner(s) demonstrates: <ul style="list-style-type: none"> <li>• Successful experience in the planning, redevelopment, construction, and management of mixed-finance, mixed-income, and/or mixed-use development project(s) of comparable size and complexity</li> <li>• Successful development experience in Virginia and rural communities</li> </ul>	25
<b>Proposed Business Terms</b> <ul style="list-style-type: none"> <li>• Degree to which the Development Partner(s)' proposed Development Agreement provides the best value for Franklin County and represents a willingness of the Development Partner to contribute towards the success and viability of the project</li> </ul>	20
<b>Conformance with the Master Plan</b> <ul style="list-style-type: none"> <li>• Degree to which the Development Partner(s)' proposed site plan respects the intent and vision of the Ferrum Property Master Plan, including proposed amenities, uses compatible with existing Ferrum Village context, and buffers to adjacent uses</li> </ul>	20
<b>Financial Capacity</b> <ul style="list-style-type: none"> <li>• The financial capacity of the Development Partner(s) and the ability to obtain, structure, and implement financing for such projects</li> </ul>	20
<b>Proposed Development Program</b> <ul style="list-style-type: none"> <li>• Extent to which the proposed housing units meets the County's housing needs, including attainable, workforce housing.</li> </ul>	15
<b>Total Possible Points:</b>	100

## Section 2.3. Legal Framework for Development & Proposed Terms

The developer(s) chosen for this project will be subject to a development agreement with Franklin County, a jurisdiction within the State of Virginia. Said agreement will be drafted by the County Attorney and will conform to Virginia laws and standards. The exact language of said agreement will be defined later, after the proposals are selected. However, broadly speaking, the developer or

developers will agree to build speculative housing conforming to their own specifications, to be sold on the open market at a profit to them in accordance with terms agreed to in the contract with the County. Once the housing units are sold, there will be no additional responsibility or liability to the developer, assuming all above ground improvements conform to County and State Codes and proper occupancy and building permits are acquired. The Development Partner(s) must ensure that their team complies with all local licensing, certification and contracting requirements, including those requirements for Architects and Engineers and property managers, and with all County Code requirements including the Subdivision Ordinance.

In addition, the County asserts the following terms and conditions to respondents:

1. The County reserves the right to reject any and all proposals received as a result of this RFP. Proposals meeting the requirements listed in the RFP will receive the highest consideration.
2. The County reserves the right to consider proposals for modifications at any time before a contract is awarded.
3. In the event it becomes necessary to revise any part of the RFP, addenda will be provided. Deadlines for submission of proposals may be adjusted to allow for revisions.
4. Late or incomplete proposals will not be considered.

### **Part III: Submission Requirements**

Proposals must be submitted both digitally and physically no later than **September 12, 2023, at 4:00 PM**. Five (5) physical proposal packets and one digital proposal are required at the time of submission.

Please send physical copies to:

Franklin County Administrator's Office  
1255 Franklin Street, Suite 112  
Rocky Mount, VA 24151  
Attn: Steven Sandy, Assistant County Administrator  
Digital copies must be sent to [Steve.Sandy@franklincountyva.gov](mailto:Steve.Sandy@franklincountyva.gov) and [brian.carter@franklincountyva.gov](mailto:brian.carter@franklincountyva.gov)

Once all proposals have been received, they will be unsealed and sent to the review committee. The review committee will take approximately three (3) weeks to review all proposals and select proposals to move forward in the process. However, depending on the volume of proposals received, this may be subject to change, but will be clearly communicated.

### **Part IV: Ferrum Property Master Plan Attachment**

See Attachment