



# Request for qualifications

2 Peachtree and 14 Marietta



# Contents

1. Introduction of opportunity
2. Priorities for Invest Atlanta
3. Background information
4. Contracting authority / Anticipated timeline/ Authorized points of contact
5. Why Atlanta
6. Downtown character
7. Project information and requirements







## Introduction of opportunity

The Atlanta Development Authority D/B/A Invest Atlanta is pleased to invite qualified developers and investors (together “Respondents”) to a historic opportunity to convert the office buildings at Two Peachtree and 14 Marietta St NW, and potentially reimagine the plaza at One Peachtree, Atlanta, Georgia the “Property”). The goal of the project is to create an active, vibrant, residential/mixed-use development that integrates seamlessly with the City and the transformational developments in Downtown Atlanta.

Responses to this Request for Qualifications will be evaluated by Invest Atlanta, and those respondents who are deemed most qualified will be issued a Request for Proposal.







# Priorities for Invest Atlanta

Invest Atlanta desires to create something special with this project that sends a message about who Atlanta is and what the City values. Respondents are highly encouraged to reflect on these core questions and provide relevant qualifications and a vision statement addressing them directly.

Invest Atlanta is seeking an experienced, sophisticated, innovative, and visionary developer with access to capital and a commitment to redeveloping, growing,

and investing in Downtown Atlanta. Invest Atlanta is looking for a development partner with experience in large-scale office to residential conversions, adaptive reuse, and using creative government financing approaches. Prospective developers should be prepared to be adaptable and work closely with Invest Atlanta to develop a solution that aligns with the City’s community, financial, social, and sustainability goals for Two Peachtree, 14 Marietta, and the surrounding area.

## Community

The City of Atlanta desires for downtown to continue its growth as an attractive residential area that is active 24/7. Respondents are encouraged to use creativity when considering potential uses for Two Peachtree and 14 Marietta. Invest Atlanta believes that a combination of uses including market rate residential, affordable housing, student housing, hospitality, office, and retail should be considered.

Two Peachtree and 14 Marietta are located at a strategic location, connecting Downtown with South Downtown, and adjacent to the soon-to-be renovated Five Points MARTA Station, the only MARTA station connecting rail passengers North/South and East/West. Respondents are encouraged to envision creative ways for the buildings and their users to integrate seamlessly into Downtown and to facilitate an improved pedestrian experience in and around the property including the use of art within and around the project. Respondents are encouraged to consider the planned renovation to the Five Points MARTA Station and Broad Street Plaza as catalysts for Two Peachtree and 14 Marietta and imagine creative synergies to benefit future occupants of the Property and those in the surrounding community. Invest Atlanta will work with the City to facilitate and support flexibility in streetscape design.

Invest Atlanta believes that a well-amenitized project, integrating a curated selection of offerings that contributes to the urban living experience will contribute to the project’s success.

## Financial

Invest Atlanta has acquired a fee simple interest in the properties and desires to retain its ownership over the long term. A long-term ground lease to a developer is envisioned containing a combination of base rent and participation rent. Invest Atlanta appreciates the high capital requirements associated

with a project of this size and complexity and is prepared to work with respondents to craft a financial structure that achieves Invest Atlanta’s goal of earning a return on its investment and is financeable for developers and investors.

## Social

Invest Atlanta is committed to including Affordable Housing in the project. Development teams should target a minimum of 200 residential units at 80% AMI or below. Invest Atlanta will prioritize projects with more affordable units at lower AMI levels and Respondents who demonstrate past experience with a mix of LIHTC affordable housing and market-rate apartments. Additionally, Invest Atlanta values diversity, inclusion and hiring local talent. Respondents who demonstrate an ability to provide opportunity for local female and minority businesses will be prioritized.

Invest Atlanta welcomes creative adaptive reuse of the property while recognizing that Two Peachtree and 14 Marietta are historic buildings and a contributing feature to Atlanta’s downtown skyline and streetscape. Respondents should consider the original architecture of the buildings in their vision while also balancing the economic realities and costs of preservation.

## Sustainability

Invest Atlanta is committed to sustainable development and clean energy practices. Respondents are encouraged to highlight relevant experience with LEED and WELL Building Standards and describe how environmental sustainability will be integrated into the project.



## Background information

Respondents are invited to submit their qualifications to convert the existing office buildings to a mix of residential and other potential uses bringing continued revitalization to the City of Atlanta and the Downtown Market. Submissions will be reviewed by a committee made up of various staff, industry experts, and community members (the “Project Management Committee” or “PMC”) who will evaluate responses and narrow the list to those deemed most qualified (the Short List). Short listed respondents will then be invited to respond to a Request for Proposal (RFP) involving more detailed vision, program, and financial terms.

Two Peachtree was the tallest building in the Southeast when it was constructed in 1966, and it remained Atlanta’s tallest until 1976. Designed by Emery Roth & Sons and FABRAP, Two Peachtree rises 44 stories above Peachtree Street and sits adjacent to both Woodruff Park and the Five Points MARTA Station (“Five Points”), the primary hub of Atlanta’s heavy rail network. The former headquarters of First National Bank and the State of Georgia Offices, the tower comprises approximately 862,000 gross square feet. Two Peachtree is currently occupied as office space by The State of Georgia; however, the State’s lease ends in 2023 and the building will be vacated by the end of the year.



14 Marietta was built in 1940 as the original headquarters of First National Bank prior to development of the Tower. 14 Marietta is a 7 story building containing 120,000 gross SF. It is the current home of the Andrew Young School of Policy Studies at Georgia State University. Georgia State’s lease ends in 2023, and the building will be fully available by the end of the year.

The conversion and adaptive re-use of Two Peachtree and 14 Marietta represents a significant opportunity for a qualified Respondent to introduce new and dynamic life to the the City of Atlanta through the adaptive re-use and residential conversion of these historic buildings.

Invest Atlanta is requesting statements of qualification from qualified Respondents that

demonstrate technical and financial capacity required to deliver on a large-scale adaptive reuse of the Property. Respondents should have both the vision and experience required to deliver a Project that will catalyze the revitalization of the neighborhood. Additionally, Invest Atlanta desires to see a developer prioritize diversity, inclusion, and environmentally responsible strategies in the development.

This Request for Qualifications (“RFQ”) is the first stage of a two-stage process. Invest Atlanta will subsequently invite Qualified Respondents to submit a more comprehensive proposal for the Project through a Request for Proposals (“RFP”) (together, the “Procurement”).



4

Contracting authority

## Anticipated timeline

Publish Request for Qualifications (this document)	Friday, April 28, 2023
Questions from Respondents Due	Friday, May 12, 2023
Invest Atlanta Responses to Questions Delivered	Friday, May 19, 2023
Qualifications Packages Due	Friday, June 9, 2023 at 12:01 PM Eastern
Interviews (if held)	Monday, June 26 - Friday, June 30, 2023
Publish Request for Proposals (Qualified Respondents Only)	Friday, June 30, 2023
Property Tours (Qualified Respondents Only)	Monday, July 10 – Friday, July 14, 2023
Questions from Qualified Respondents Due	Friday, July 21, 2023
RFP Responses Due	Friday, September 1, 2023

## Authorized point of contact

All communication with regard to this Procurement must be sent to the following email address:  
[2peachtree@investatlanta.com](mailto:2peachtree@investatlanta.com)

Absolutely no communications or contact by a Respondent or its agents may be made with anyone at Invest Atlanta or the City of Atlanta regarding this Procurement from the time the RFQ is issued until the time the PMC selects a Ground Lessee. Such unauthorized contact constitutes grounds to reject a submission to either the RFQ or the RFP.

Additional information can be found on the following website: [www.investatlanta.com/2peachtree](http://www.investatlanta.com/2peachtree)

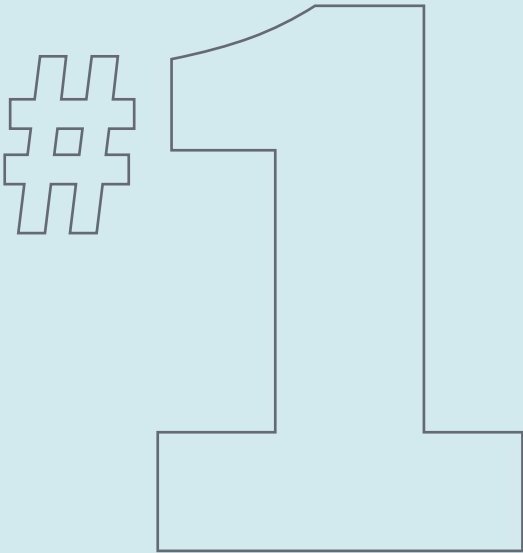


5

# Why Atlanta

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## Epicenter of the Southeast



Best State for Doing Business, eight consecutive years

Source: Site Selection Magazine

Busiest Airport in the World, both number of passengers and number of flights

Source: Money Magazine

#7

Metro in the nation for the most net migration

Source: Metro Atlanta Chamber

33

Fortune 1000 headquarters

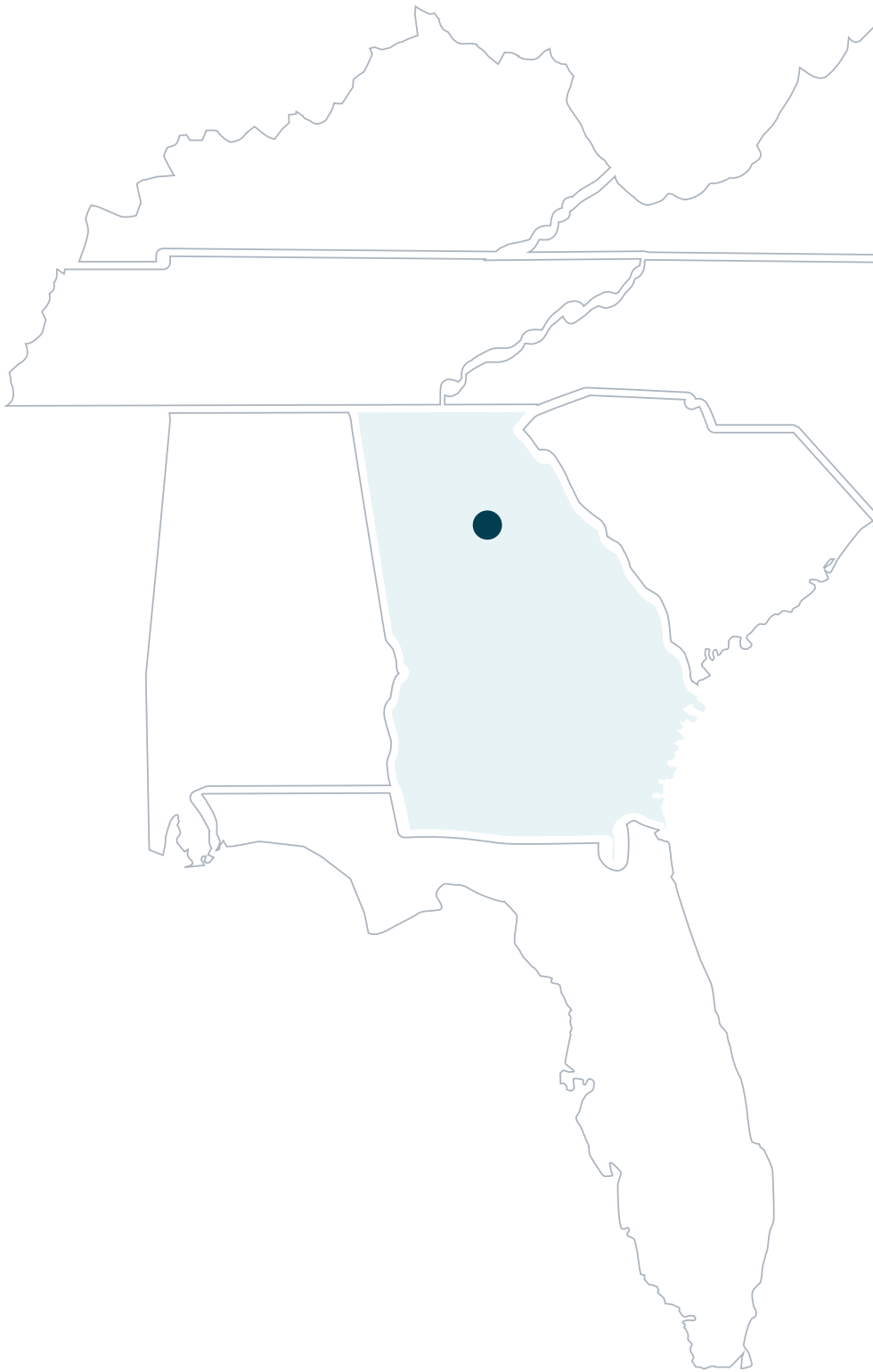
Source: Metro Atlanta Chamber





# Demographics

The South leads the charge in population growth among large metros and Atlanta is no exception. Atlanta has consistently grown by roughly 80,000 people per year. With no signs of slowing, the metro is expected to exceed 8.6 million people by 2050.



Atlanta MSA has added

575K

jobs over the last 10 years



From 2020 to 2021, median home value grew

21.6%



Average job growth (2013-2022)

1.9%



Since 2010, Atlanta MSA GDP has averaged an annual growth rate of

4.1%

Median age

36.8

Source: ESRI

Median HHI

\$79K

Source: Bureau of Labor Statistics, Current Employment Statistics, 2021

Unemployment rate

2.8%

Source: Bureau of Labor Statistics, Current Employment Statistics, August 2022

2010-present population growth

19%

2010-present 20-29 aged population growth

21.9%

20-29 share of population

13.9%

Bachelor's degree attainment

41.9%

Average commute time (minutes)

32

Individual income tax rate

5.75%



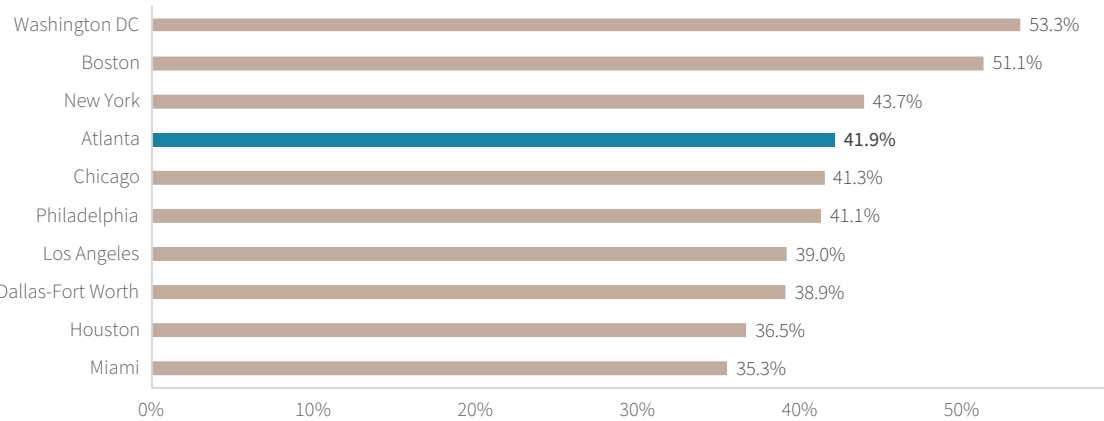
# Education

Atlanta ranks 4th amongst top metros with nearly

42%

of metro Atlanta’s population aged 25 or older earning a bachelor’s degree or higher.

Top 10 largest metros in U.S.  
Age 25+ with a bachelor’s degree or higher



Metro Atlanta



State-wide



**Spelman College**  
#1 top HBCU  
U.S. News & World  
Report 2022

**Georgia State University**  
#1 non-profit university in  
the U.S. to confer bachelor’s  
degrees to African Americans  
Diverse Issues in Higher Ed 2020

**Morehouse School of Medicine**  
#3 most MDs awarded  
to African Americans  
Diverse Issues in Higher Ed 2020

**Emory University**  
#21 best university  
in U.S.  
U.S. News & World  
Report 2021

**Georgia Tech**  
#4 best undergraduate  
engineering program in U.S.  
U.S. News & World Report 2022  
54% of baccalaureate graduates still  
live in the state of Georgia 5 years  
after graduating

**Kennesaw State University**  
#17 fastest-growing university  
in U.S.  
U.S. Department of Education

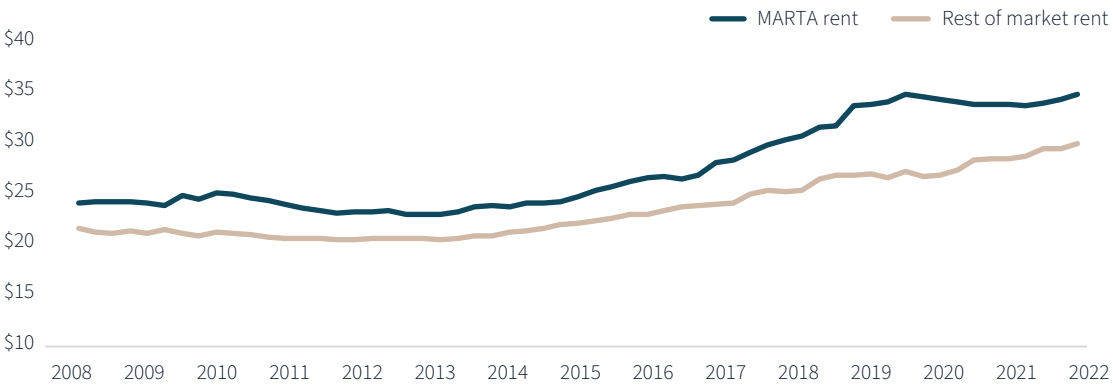
**Clark Atlanta University**  
Most liberal arts, general  
studies and humanities  
doctoral degrees awarded  
to African Americans  
Diverse Issues in Higher Ed  
2020

**Morehouse College**  
#4 top HBCU  
U.S. News & World  
Report 2022



# MARTA

Atlanta’s public transit authority, the Metropolitan Atlanta Rapid Transit Authority (MARTA), consists of extensive bus routes and a rail network, the latter being made up of four heavy rail service lines covering 48 miles of Metro Atlanta across 38 stations, as well as a light rail system known as the Atlanta Streetcar. MARTA began bus services in 1972, followed by heavy rail service in 1979 and streetcar operations in 2018.



## Buildings within 10-minute walk of MARTA rail stations vs. rest of market

Buildings within a 10-minute walk of MARTA rail stations have historically enjoyed higher rental rates than other buildings in the market. Current direct rates are \$5.37 higher in buildings inside a 10-minute walk radius.

4

Rail lines

12

Streetcar stops

38

Rail stations

100+

Bus routes

338

Rail cars

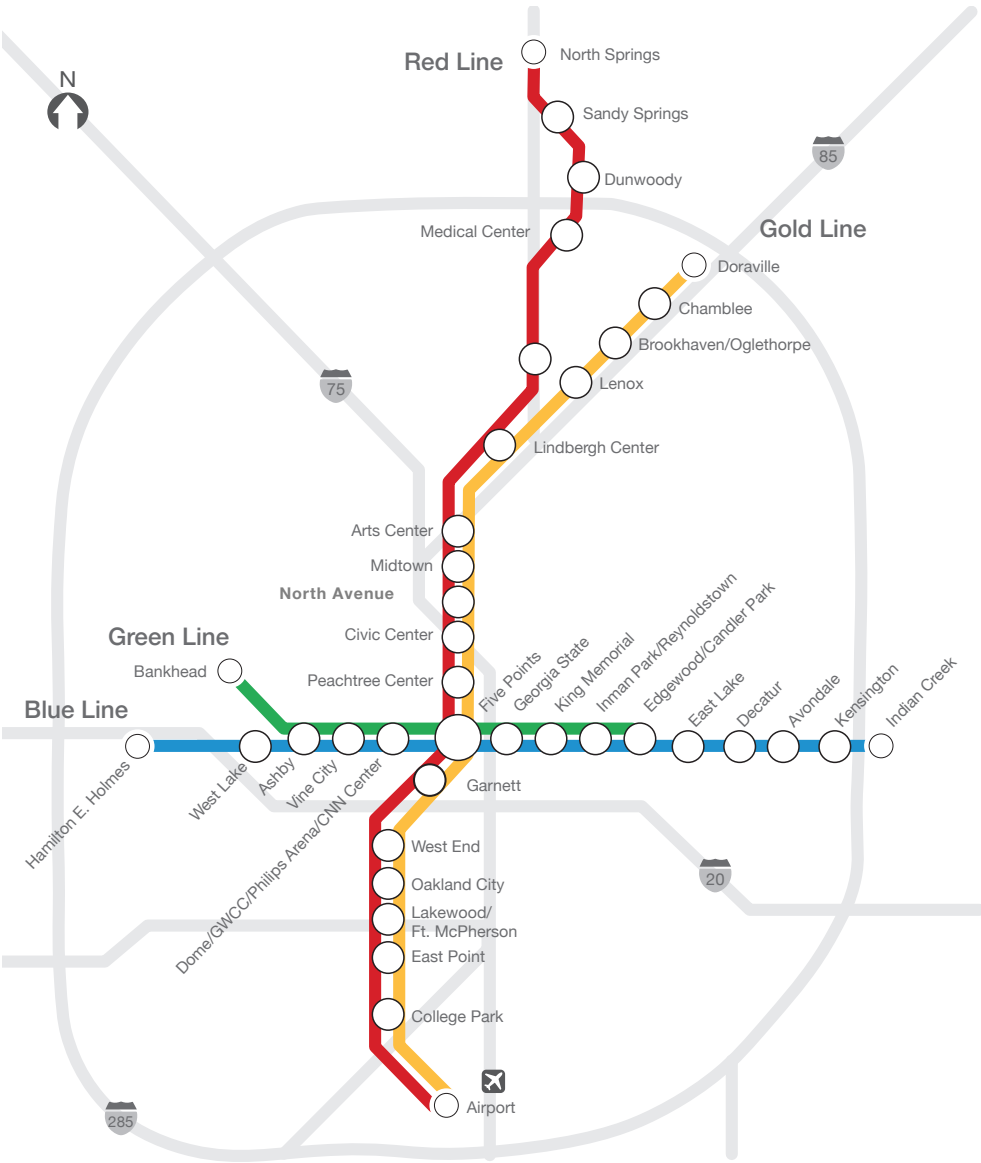
\$2.6B

In economic activity driven



Office Submarket	# of MARTA rail stops
Downtown	8
Buckhead	4
Midtown	3

West Atlanta	8
Northlake	8
Central Perimeter	4
South Atlanta	3

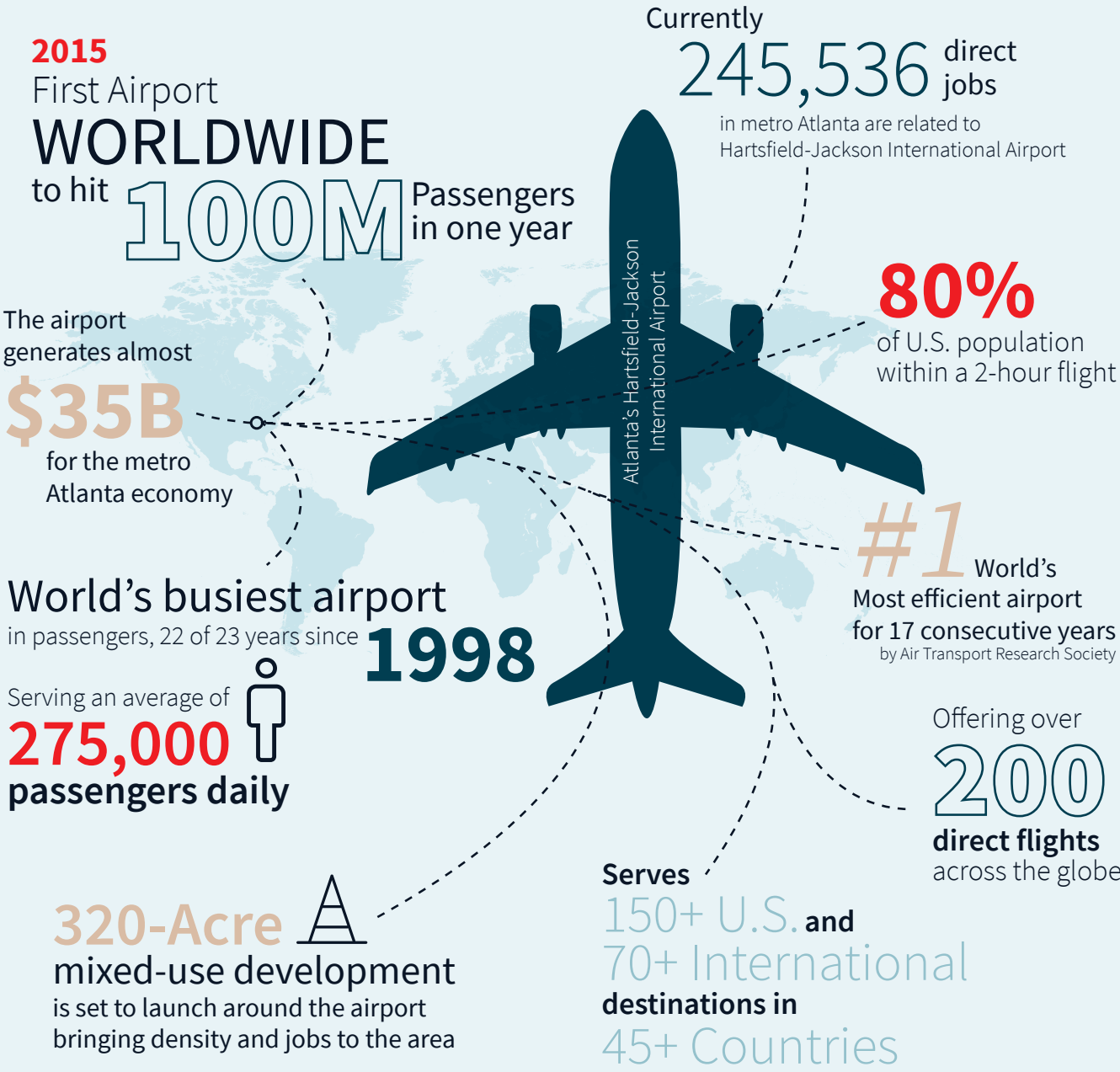




# Airport

**Hartsfield-Jackson Atlanta International Airport** remains an unparalleled amenity for Atlanta residents, employees and businesses, with unrivaled domestic and global access. The airport spans 4,700 acres on the southwest side of the Atlanta city limits, seven miles south of Downtown. Delta Airlines made Atlanta the main hub of their new hub-and-spoke model in 1978

and today the airline maintains dominance over the airport’s traffic: over 73% of the airport’s total passenger traffic is from Delta and Delta Connection flights. Delta’s hub presence as the world’s largest airline, along with focus-city status from Southwest Airlines, has led to Hartsfield-Jackson being crowned the busiest airport in the world for 22 of the past 23 years.



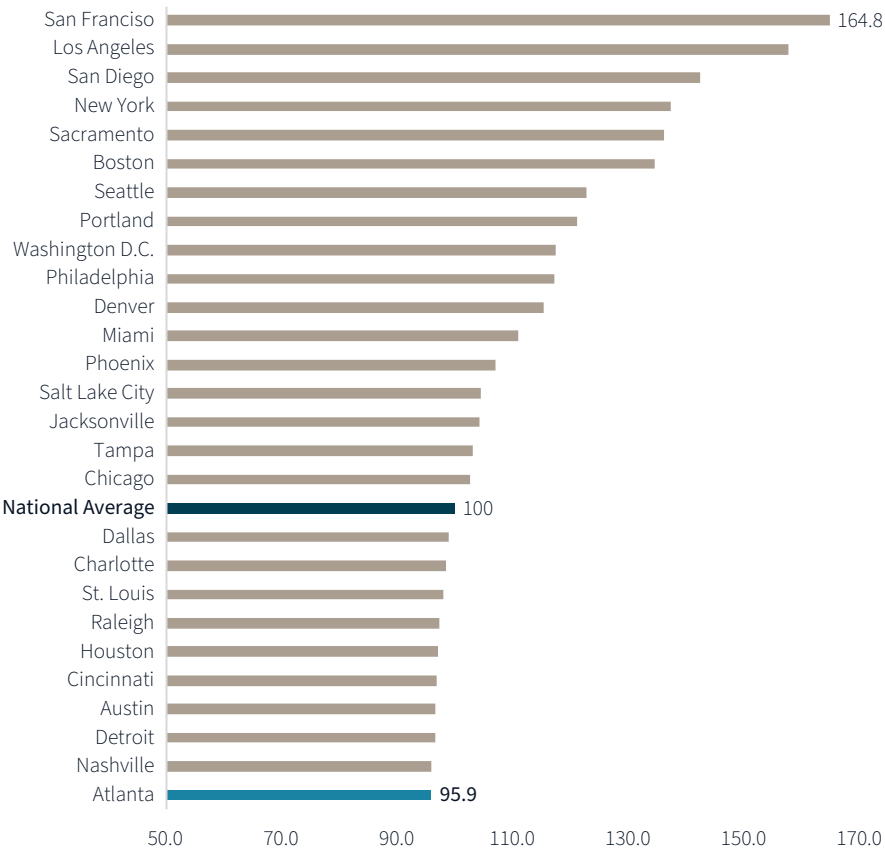


# Cost of living

People are drawn to the affordability and quality of life in Atlanta. The overall cost of living in Atlanta lands well below the national average, falling to the bottom of comparable markets and gateway cities. Home prices in the metro are also below the national average. These factors continue to draw new people to the metro and contribute to Atlanta’s attractiveness.

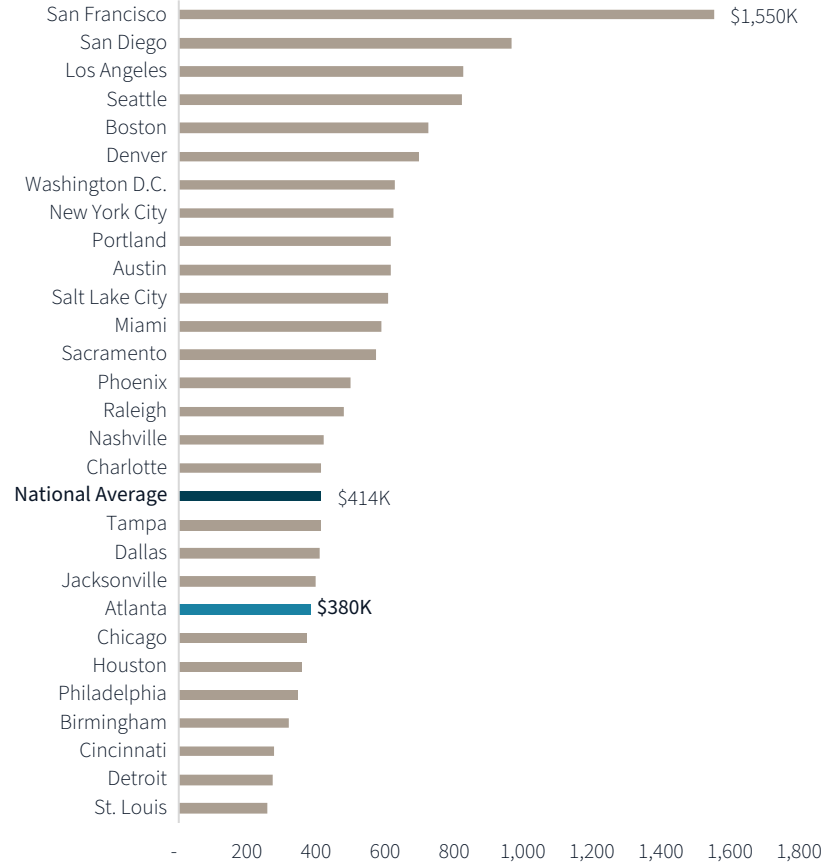


Cost of living index



Source: National Association of Realtors, EMSI

Median home prices





# Tourism, sports and culture

Georgia Aquarium

3.4M

annual visitors

World of Coca-Cola

1.4M

annual visitors

Center for Civil and Human Rights

176K

annual visitors

Top attractions



**Mercedes-Benz Stadium**  
Home of the Falcons and Atlanta United  
“The stadium is impeccably designed and a great place to catch a game.”  
— U.S. News and World Report  
Built in 2017 - 71,000 capacity  
3.5 million annual visitors



**State Farm Arena**  
Home of the Hawks  
Extensively renovated in 2018  
16,600 capacity  
2.5 million annual visitors



**Truist Park:** Home of the 2021 World Series Champion Braves  
Built in 2017 - 41,084 capacity  
Anchor of larger office and retail mixed-use project called The Battery in Atlanta’s Cumberland/Galleria suburb  
4.9 million annual visitors



**College Football Hall of Fame**  
Relocated to Downtown Atlanta, near Mercedes-Benz Stadium and State Farm Arena, in 2014  
257,000 annual visitors

With so much happening in the Peach State, Georgia should be on the mind of any savvy traveler these days.

**Travel + Leisure**  
The 50 Best Places to Travel in 2019



Georgia tourism numbers – 2021

159.2M

domestic visitors  
(+4.9% YoY)

1.4M

international  
visitors (2019)

UK

top origin for  
international visitors

\$65B

in total economic  
impact

\$4.2B

in total tax revenues  
generated by tourism

\$34.4B

total visitor spending

42,384

jobs supported by  
tourism

8%

of total state  
employment



# City too busy to hate

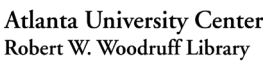
In the early 1960s, Atlanta was at the center of the American Civil Rights Movement. Dr. Martin Luther King Jr., John Lewis, Ralph David Abernathy, and many of their peers found a welcoming home to grow their nationwide movement in Atlanta’s Sweet Auburn district on the east side of Downtown, a mecca for Black-owned businesses at a time when few Black Americans owned businesses. This mecca arose, despite negative social and legal pressures, due in part to the Atlanta University Center – both the oldest and largest consortium of Black Colleges and Universities in the United States. Ivan Allen Jr., an ally to the Civil Rights movement, ordered the end of segregationist practices in Atlanta when he became mayor in 1962, an unprecedented step in the American South at the time. It was during Allen’s tenure as mayor that Atlanta gained the moniker “A City Too Busy to Hate”

– highlighting both the explosive economic growth of the city and its tolerance and acceptance of African Americans when so many in the region were intolerant, and a moniker that Atlantans take pride in to this day.

Today, nearly 55 years following the tragic killing of Dr. King, Atlanta continues to be at the forefront of Black American culture, education, and commerce. City of Atlanta is 51% Black, with the second highest education rate amongst African Americans of any major American city at 30.7%, supports over 170,000 Black-owned businesses, and is home to countless Civil Rights museums and education centers, including the National Center for Civil and Human Rights and The King Center, administered by the National Park Service.



CELEBRATING COLLECTIVE  
ACADEMIC AND RESEARCH  
EXCELLENCE FOR 90 YEARS





# Y’allywood

In 2008, the state of Georgia passed the Georgia Entertainment Industry Investment Act, which provides a 20% tax credit to companies that spend \$500,000 or more on production and/or post-production in Georgia, either on a single project or multiple projects over one year. Companies are eligible for an additional 10% tax credit if the production adds a Made in Georgia logo to the credits. Thanks to incentives like these, along with the state’s pro-business climate, Atlanta has become one of the top film production hubs in the world.

62

Emmy nominations on Georgia-filmed projects in 2021

—State of Georgia

\$4.4B

in direct spending on film 2020-2021

—State of Georgia

6th

largest amount of dedicated stage space in the world

—State of Georgia



#1

state for film production

—as ranked by Business Facilities Magazine 2020

“Film has come roaring back. I don’t know of another industry that has rebounded so quickly.

**Georgia Department of Economic Development**  
*Deputy commissioner for film, music and digital entertainment*

Noteable film studio projects

Project	City	Expected delivery
Assembly Studios	Doraville	2023
Athena Studios	Athens	2023
Cinelease Studios-Three Ring	Covington	2023
BlueStar Studios	Forest Park	2023-2024
Electric Owl Studios	Stone Mountain	2023

412

productions including



32

feature films

36

independent films

269

television productions

33

music videos

42

commercials



**Second largest film studio in North America**  
18 Marvel films and televisions shows filmed primarily at Trilith.



# Atlanta metro multi-housing market growth

- 2021 was an unprecedented record year with sales volumes increasing 156% vs 2020. In H1 2022, multi-housing represented 58% of all transactions.
- Private and Institutional Capital continue to remain actively engaged in the market.
- Year-over-year rent growth remains well above historical and national averages.
- Demand remains strong and occupancy levels have increased steadily, tipping over the 95% threshold in 2021.

## \$1,772

Average Effective Rent

## 96.2%

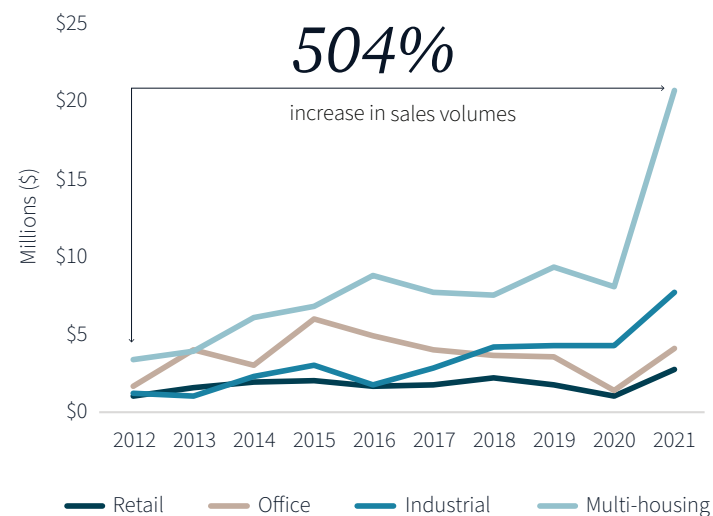
Occupancy

## 10.3%

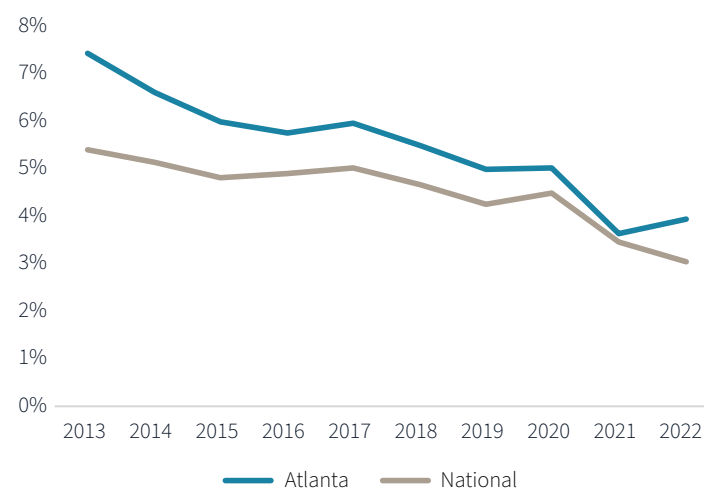
Rent Growth



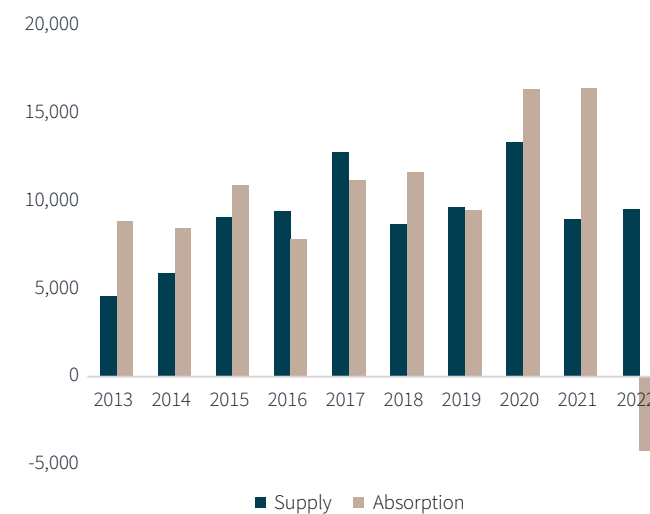
Atlanta transaction velocity by property type



Vacancy



Atlanta supply and absorption



Multi-housing holds second place

in terms of square footage but is well ahead of any other property type in terms of transactions.



# Catalytic developments: Urban



Credit: Centennial Yards Company

**Centennial Yards - CIM Group**

- A long-awaited 50-acre development filling in Downtown Atlanta’s underutilized Gulch across from Mercedes-Benz Stadium and State Farm Arena.
- Centennial Yards: Anchored by the future 500,000 s.f. office tower, the mixed-use development will offer a centralized area with entertainment, dining, shopping and residential options.



Credit: Newport

**South Dwnthn - Newport**

- Atlanta’s largest concentration of historic commercial buildings is undergoing a transformation into creative office and retail space.
- South Dwnthn: 285,000 s.f. of adaptive re-use office and 40,000 s.f. of retail in phase one along Mitchell Street with plans for additional retail, office and multi-housing.





# Downtown character

## Authenticity

Railroads gave birth to Atlanta and remain an integral part of the city. The Western and Atlanta Railroad joined the Georgia Railroad from Augusta and the Macon and Western from Macon at Terminus, later called Marthasville, eventually becoming Atlanta. The Zero Mile Post at the intersection of these three railroads sits in Downtown, a symbol of the authenticity that characterizes this market with its historic and cultural buildings, sites, districts, and markers.

Seventeen buildings with historical significance built pre-1900 are still standing in Downtown in their original locations. The oldest building in the central business district of Downtown is the Georgia Rail and Freight Depot, built in the 1860’s to service this original rail town. The first floor still stands and is in use.

Beyond buildings, historic districts provide a glimpse into old Atlanta, and many of these predate 1900 too. The shopping district known as Whitehall Street was the original retail district where those near and far came to shop. This birthed a few department stores,



including Rich’s. Another pre-1900 district is Fairlie-Poplar, which was the original business node of Atlanta. One of the oldest buildings in Downtown is the Flatiron, predating New York’s flatiron by eight years. And lastly, the Sweet Auburn district was the original hub for Black business in Atlanta and the birthplace of the Civil Rights Movement.

## Connectivity

Downtown has the highest street density, the closest access to transit, and the best walkability of any other submarket in Atlanta. The historic street grid set the stage for the urban environment, inviting in multiple forms of transportation – from walking and driving to public transportation.

Downtown Atlanta is the only fully established street grid and transit hub in the city. Providing ease of movement and the urban density necessary to support public transportation, Downtown’s street

grid promotes a walkable retail landscape. Major investment in recent years has led to a reinvention of the neighborhood’s food options and green spaces. In a city perpetually criticized for its reliance on cars, Downtown is served by all four MARTA train lines with twice as many stations as the submarket with the next highest amount . The City has committed significant investment into the 5 Points MARTA station adjacent to the Property. As the only submarket with MARTA connections in all four directions, the Atlanta Streetcar adds even more transit options, with funding to connect to the Atlanta BeltLine already secured.

- Atlanta’s only fully-established street grid and transit hub
- Served by all four MARTA rail lines
- Location of the Atlanta streetcar connecting to Peachtree Center, Centennial Park, and Auburn Avenue





Credit: MARTA

- Convergence of three major interstates: I-85, I-75, and I-20. The project is an unprecedented opportunity to capture and build off this activity.

### People

- Downtown is the original business and shopping node of the region.
- Attractions include the World of Coca-Cola, the Georgia Aquarium, the Georgia World Congress Center, the Center for Civil and Human Rights, the Martin Luther King birth home and Ebenezer Baptist Church, Mercedes-Benz Stadium, State Farm Arena, Centennial Olympic Park, Zoo Atlanta, the College Football Hall of Fame, and Americas Mart
- Location of the Georgia State Capitol, Atlanta City Hall, Fulton County government totaling over 20,000 government employees working downtown
- Home to Georgia State University, the largest university in Georgia and the 8th largest in the nation with over 52K students.

- Adjacent to the home of Atlanta University Center comprised of four HBCU's: Spelman College, Morehouse College, Morehouse School of Medicine, and Clark Atlanta University

### Momentum

- Downtown is poised for growth. The creative developments being built along the BeltLine will draw activity south from Ponce City Market, and the South Dwnntn and Centennial Yards projects will bring both trophy and adaptive re-use developments to the energetic and transit-dense area surrounding Atlanta professional sports stadiums and tourist attractions.
- Newport's South Dwnntn project kicked off in 2016 upon the purchase of 48 historic buildings and 4 acres of parking lots for future infill. Approximately 40 years after the Civil War, Terminal Station opened on Spring Street in 1905 and inspired the opening of a string of hotels on Mitchell Street, known as Hotel Row, which is central to South Downtown's

redevelopment. Completion of the master project will bring over 550,000 s.f. of Class A and Creative Office space, more than 2,500 multifamily units and over 300,000 s.f. of retail, restaurant and entertainment space. Immediate projects of the revitalization include: Hotel Row, encompassing the Sylvan, Gordon and Scoville buildings; and 222 Mitchell.

- Previously known as "The Gulch," CIM Group's Centennial Yards is aimed at breathing new life into Downtown as the largest planned mixed-use development in the Southeast. \$5 billion will be invested to develop 12-15 new city blocks (50 acres among 15 parcels) in the heart of Downtown Atlanta. Kicking off the development is the Lofts at Centennial Yards South, the former 1920s Norfolk Southern HQ redeveloped into 162 multifamily units, 40,000 s.f. of loft office space and a viaduct adaptation retail concept. One Centennial Yards will anchor the mixed-use development offering over 500,000 s.f. of office space across 3 interconnected slender towers. The project will clear the way for new bicycle lanes, roadways and sidewalks, increasing the accessibility of the area.

- Over the past 10 years, Downtown saw the biggest percent growth in average sale price per s.f. of any other submarket in Atlanta. Yet it trails the current sale price per s.f. of the two other urban submarkets, presenting opportunity for investment now. The growth seen over the past 10 years illustrates the increased investor interest in Downtown. That coupled with the lowest urban price per square foot shows that now is the right time to be a part of Downtown's unique identity.

### Momentum | Residential Future

- Downtown's multifamily inventory nearly doubled in the last decade, increasing by 82%. By end of 2024, multifamily inventory in the submarket is projected to grow another 45% based on units both currently under construction and planned to deliver.
- Downtown has more multifamily momentum than any of Atlanta's other major multifamily submarkets including Midtown, West Midtown and Buckhead. Downtown's inventory has catching up to do, but the fundamental strength of the sector coupled with Atlanta's growing population and density leaves it unquestionable that Downtown is showing to be a strong contender to accommodating demand.
- The Lofts at Centennial Yards South is a great example of the need for multifamily in Downtown. CIM Group purchased and renovated the vacant former Norfolk Southern building into an apartment building. Within a few months, the project was almost fully leased.





## Project info and requirements

### Zoning

The Property is currently subject to zoning designation Special Public Interest Area 1 Subarea 1 as further described [here](#).

### Parking

Approximately 90 parking spaces are located within Two Peachtree. In addition, the City of Atlanta has access to several parking solutions in the immediate vicinity of Two Peachtree and 14 Marietta.

### Potential incentives

Potential incentives affecting the property may include the following:

- Located within a Federal Opportunity Zone
- Historic Tax Credits
- Low Income Housing Tax Credits
- Real and Personal Property Lease Purchase Bonds through Invest Atlanta
- Other financial assistance incentives





As noted, Invest Atlanta is seeking highly qualified, innovative, and financially capable Respondents who will lead the Project and purposefully engage Invest Atlanta, the City, and the Downtown community over the long-term. Respondents who wish to be considered for this opportunity shall submit documentation that meets the requirements outlined below (the “Qualifications Package”). Invest Atlanta’s selection of Respondents who will be subsequently invited to respond to the RFP (“Qualified Respondents”) will be based upon the PMC’s determination, at its sole discretion, that the Respondents have met the following requirements in their submissions.

**Deadline for submission**

Qualifications Packages must be received electronically by Friday, June 9th, 2023 at 12:01 PM Eastern.

The Qualifications Package must be e-mailed to [2peachtree@investatlanta.com](mailto:2peachtree@investatlanta.com)

**Submission outline**

Respondents must include all information outlined below in their Qualifications Package. To ensure a uniform review process, the Qualifications Package shall be organized as follows:

- 1. Cover Letter
- 2. Table of Contents
- 3. Executive Summary
- 4. Respondent Team Organization

a. Include a description of the Respondent firm(s), including a list and brief description of all team members, including each member(s) role on the Respondent team. Respondents shall be evaluated based on the breadth and depth of their team members, and how each team member will contribute to the success of the Project.

- b. Team members may include, but are not limited to, architecture and engineering firms, legal counsel, financial partners, tenants, investors, shareholders, and other contractors, service providers, or partners as applicable.
- c. Identify which member of the Respondent team is the lead member of the team, responsible for overall Project engagement and execution.
- d. Identify a single point of contact for all future communications relating to this procurement. Please identify the contact person’s name, title, organization, address, telephone number, and email address.
- e. Please provide your intended entity type and structure (e.g. LLC) the members of that entity, and their roles (e.g. general partner, limited partner, contractor, etc.).

**5. Equity Commitment**

Invest Atlanta encourages, but does not require, all Respondents to promote opportunities for diverse businesses, including Minority Business Enterprises (“MBE”), Female Business Enterprises (“FBE”) and Small Business Enterprises (“SBE”) to compete for business as subcontractors and/or suppliers. However, nothing herein should indicate that an MBE, FBE or SBE may not apply and be selected independently, as MBEs, FBEs, and SBEs that meet the qualifications of this RFP are encouraged to submit their qualifications for consideration. For an MBE, FBE or SBE to participate on the contract, said MBE, FBE or SBE must be certified as an MBE or FBE and be registered with the City’s Office of Contract Compliance M/FBE Register. SBEs must be registered with the City and are defined as businesses not exceeding \$2.5 million in gross sales during the recent calendar or fiscal year.



Firms interested in obtaining applications for certification should contact these organizations:

- City of Atlanta – Office of Contract Compliance (MBE/FBE): Bruce T. Bell, Director, Office of Contract Compliance, 68 Mitchell St., SW; Suite 5100, Tel: 404.330.6010, Fax: 404.658.7359, email: [bbell@atlantaga.gov](mailto:bbell@atlantaga.gov)
- Small Disadvantaged Business (SDB) certification by the U.S. Small Business Administration provided they reflect certification because of minority or women-owned status.
- A firm selected by the Respondent to jointly respond to this RFP can only satisfy one of the three categories. The same firm may not, for example, be listed for participation as an MBE organization and a SBE organization even if the level of participation exceeds each category’s goal. All firms must be registered or certified prior to the submittal of the

Response. A Respondent is at risk in that there may be an issue of time to certify or register if it intends to use a firm that is not certified or registered at the time the Response is submitted.

- Invest Atlanta is an Equal-Opportunity Employer.

**6. Key Personnel Experience**

- a. Provide a list of key personnel who will be responsible for ensuring Project success. Personnel from each Respondent team member must be included. This list should include executives who will oversee the Project and project management personnel responsible for daily execution of Project components.
- b. For all personnel listed, provide an overview of qualifications that support the success of the Project. This overview must include number of years’ experience, education, employment history, and experience with at least five similar projects for



project executive, and three similar projects for project managers, with a proven track record of successful financing, construction, and tenancy.

7. Experience with Similar Projects

- a. Respondents shall provide demonstrable expertise with projects similar to this opportunity. Project examples from the lead member of the team are encouraged, though experience from any team member will be accepted and evaluated. Projects must demonstrate experience with at least one of the following, and ideally project examples collectively cover all the below criteria:
- i. Adaptive reuse of large towers focused on office conversion projects;
  - ii. Engagement and long-term coordination with institutions like Invest Atlanta
  - iii. Engagement with community stakeholders;
  - iv. Markets like Downtown Atlanta;
  - v. Projects with a creative and active mix of commercial, retail, community-serving programming that served as a destination for neighborhood residents and workers;

- vi. Projects for which the Respondent attracted tenants, including both private and public sector tenant(s);
  - vii. Projects that mixed substantial market rate and LIHTC affordable components;
  - viii. List all LIHTC projects awarded or built within the past 10 years by a member of your team. For all completed projects, provide property name, City/ State, team member’s role, summary of capital stack, total number of units, total rent-restricted units, and year built.
  - ix. In detail, describe any program non-compliance, construction delays, going concerns referenced in audited financial, lawsuits, settlements, and/or debarments related to the properties detailed above.
- b. For each project example, Respondents should include, at a minimum:
- i. Name and location of project;
  - ii. Statement summarizing the project’s relevancy to Two Peachtree and 14 Marietta including which of the items in “a” above the project example satisfies;



- iii. Site plans, massings, renderings, and/ or photographs;
  - iv. Development team members;
  - v. Scope (land area, gross square footage by program/ product type, etc.);
  - vi. Total cost (excluding land);
  - vii. Timeline
  - viii. Details of project financing, including Respondent’s role in securing the financing.
- c. Respondents should disclose any potential or actual conflicts of interest.

8. Financial Qualifications and Capacity

Respondents must provide evidence of their financial capacity, financial success over time, and demonstrate their credit worthiness to undertake the Project. For Respondents that are not publicly traded, audited financial statements in U.S. dollars for the three most recent years must be provided. If the Respondents is a joint venture or partnership,

financial statements for each partner are required. In addition to financial statements, additional evidence shall include two financial references, a letter from a financial institutions with whom the Respondent has a relationship, and the identification of sources of equity or debt capital that may or will be used for the Project.

9. Scoring

Responses will be scored as follows:

Team Organization	5 points
Equity Commitment	10 points
Key Personnel Experience	20 points
Experience with Similar Projects	35 points
Financial Qualifications and Capacity	30 points

