



**Evans Redevelopment Agency  
Request for Developer Qualifications (RFQ)  
SWC of Highway 85 & 31<sup>st</sup> Street  
Evans, CO 80620**



**The Evans Redevelopment Agency (ERA) is seeking a partner for the redevelopment of an Agency-owned site on US Highway 85 in Evans, CO. We invite development teams to submit a proposal no later than October 15, 2020.**

**Property Description**

The redevelopment property is located in Evans, CO, at the southwest corner of Highway 85 and 31<sup>st</sup> Street, a fully signalized intersection with excellent site access. The 11.4-acre property is adjacent to US Highway 85, a major regional highway connecting Denver with Greeley and Cheyenne, Wyoming, and has AADT counts of 30,000 vehicles per day (2018 data). The intersection of Highway 34 and Highway 85, with daily average traffic counts of 34,000 vehicles per day, is located ½ mile north of the redevelopment site. The property is located in a federal Opportunity Zone and is part of a 335-acre Urban Renewal Area that includes 150+ properties along both sides of Highway 85.

Evans is a growing community of approximately 23,000 residents, located 50 miles northeast of Denver in Weld County. It is located adjacent to the City of Greeley, Colorado to the north. Along with other nearby communities, Evans and Greeley comprise a trade area of 140,000 residents. Between 2016 and 2017, the Greeley Metropolitan Statistical Area (MSA) was the third-fastest growing metropolitan area in the nation, and that growth is continuing.

Utilities include city-provided water, sewer and stormwater; electric service provided by Xcel Energy, natural gas provided by Atmos Energy, and cable service provided by CenturyLink. Non-potable water is also available through the Evans Ditch, administered by the City of Evans. All services are already located on or adjacent to the site.

The property is owned by the Evans Redevelopment Agency.

The property is comprised of a single parcel totaling 11.4 acres in size. The property is currently zoned 85-RC-R/US 85, Retail and Commercial Regional Corridor; however, the ERA and the City anticipate that rezoning may occur as part of the redevelopment initiative.

Because Evans lies at the south end of the Greeley/Evans trade area, drivers traveling north from Denver arrive first in Evans. However, the nearest national chain restaurants on the Highway 85 corridor are located in Fort Lupton, 25 miles to the south, making this a prime location as drivers reach the Evans/Greeley area.

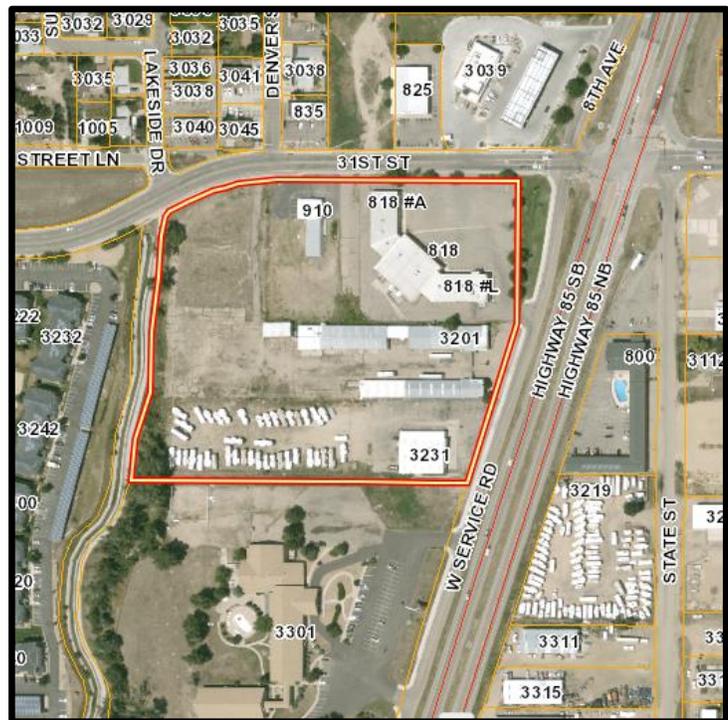


Figure 1: Aerial view of the site at 31st St. and US Highway 85 prior to demolition of the original buildings

### Site Vision

The ERA originally purchased these properties to engage in a redevelopment and expansion of the existing shopping center to include a new grocery anchor. However, this area was studied from a retail perspective by KP & Associates in late 2017; that study concluded that there was limited retail opportunity for the site and no available grocery anchor for such a redevelopment. Coupled with the market changes within retailing, their analysis determined that the original vision was not able to materialize. The recommendation was made to pursue a horizontal mixed-use development within a concept appropriate for this site.

From KP & Associates Report:

“Lacking capacity to develop completely as retail, mixed use provides the opportunity to still have a retail influence but not require retail to carry the entire development. Mixed use is a “development” concept and can take multiple forms, there is no specific formula of uses consistently used. The scale of retail within a mixed use project would be considerably smaller than that associated with a grocery anchored center. Small scale retailers coupled with free-standing uses will be centered on financial (banking), personal services and fast casual food.

Retail will not lead the planning for mixed use rather it will be a secondary player within the concept. This scale of retail could be designed in such a way that it complements the area and provides a building block for more creative redevelopment opportunities.

Proximity to the University of Northern Colorado and The Verge student housing project make this site interesting from a multi-family perspective. Opportunity to tie those together with the Highway 85 site makes for an interesting mixed-use opportunity.

Horizontal mixed use would be the development form for the site - versus integrated vertical mixed use which requires extensive densities not only within the project but the surrounding area to work and are not representative of the trade area.”

*Full report available at:*

[https://www.evanscolorado.gov/sites/default/files/fileattachments/economic\\_development/page/942/highway\\_85\\_31st\\_street-retail\\_viability\\_analysis\\_finalized.pdf](https://www.evanscolorado.gov/sites/default/files/fileattachments/economic_development/page/942/highway_85_31st_street-retail_viability_analysis_finalized.pdf)

With this new understanding of the retail environment, the community is interested in exploring the viability of a mixed-use project where retail would be included along with other uses appropriate for the corridor. Due to the site’s proximity to the University of Northern Colorado (UNC) approximately 1 mile to the north, and with The Verge student housing already located immediately to the west of the site, there is an opportunity for additional student housing at this location.



Figure 2: The Verge, located at 3202 11th Ave. in Evans - <https://thevergegreeley.com/>

Because convenience gas is already well represented at the intersection, the City is not looking to include an additional gas station on this site.

The ERA expects to sell the property to the development partner as part of the project, according to the terms of a negotiated development agreement.

The City is scheduled to complete significant infrastructure improvements including \$8 million in stormwater improvements along the Highway 85 corridor as well as significant landscaping and beautification of the roadway near Highway 85 and 31<sup>st</sup> Street. The City is engaged with a developer on the smaller parcel located on the southeast corner of the same intersection. That corner is anticipated to be developed with convenience retailing.

In accordance with the Colorado Department of Transportation's US 85 Access Control Plan, it is expected that the existing West Service Road will be eliminated from 31<sup>st</sup> Avenue to the southern edge of the property line.

In December 2019, the ERA completed demolition and asbestos abatement of the 6 structures previously located on the site.

### **Available Incentives**

The ERA is prepared to participate financially with the selected developer to realize the public benefit components of the vision outlined above for the site. All tools authorized by Colorado Urban Renewal Law will be considered, based on demonstrated need for project viability.

Forms of assistance may include, but are not necessarily limited to:

- Colorado Enterprise Zone program benefits;
- Federal Opportunity Zone program benefits;
- Property Tax Increment Financing;
- Sales tax revenue sharing;
- Discounted land sale pricing; and
- Expedient, collaborative and concurrent permitting.

More information on some of these incentives is provided in the attached exhibits.

### **Criteria for Development Partner Selection**

1. Demonstrated ability of the development partner to achieve the Agency's vision on time and within budget;
2. Commitment and creativity of the development partner to pursue a quality mixed use project that will set a high standard for development along the corridor;
3. Realistic approach that maximizes the retail potential of this highly visible location.

### **Development Process**

Upon selection of a qualified developer, the city anticipates entering into a letter of intent or predevelopment agreement to allow for due diligence activities and completion of a final development agreement. The city expects this pre-development agreement to be in effect for six months or until a final development agreement is reached. The City prefers to select a single developer to execute the full project, but may elect to identify separate developers for residential and retail/commercial portions of the project.

### **Requirements for Developer Submittal**

The following requirements shall be submitted with the applicant's response to the City of Evans:

- Narrative and graphic description of the proposed project and its components, including specific land uses, approximate square footage of buildings, parking, etc.
- Preliminary conceptual site plan at 1" = 50' or 100' scale or equivalent metric scale illustrating all elements proposed in the project. This site plan shall provide 11" x 17" or 8.5" x 11" reductions of the site plan as part of the response.
- Estimated schedule for the proposed development addressing all phases, including acquisition, design, re-zoning (if necessary), permitting, construction, opening date, etc.
- Description of the development entity, including all known team members e.g., architects, engineers, contractors, legal representatives, real estate brokers/marketing representatives, and retail consultants. Provide resumes and references for each key team member.
- Name, title, street address, phone and e-mail address of developer's authorized point of contact concerning the submittal.
- Description of the entity's relevant project experience and success with projects similar to the project envisioned in this RFQ.
- Schedule including proposed due diligence process any schedule contingencies.

## **Proposal Submission Instructions and Schedule**

The schedule for receipt and evaluation of proposals is anticipated to be as follows:

- RFQ posted: 09/03/2020
- Addendums posted to city website: 09/25/2020
- Deadline for proposals: 10/15/2020
- Evaluation period: 10/15/2020 through 10/23/2020
- Finalist team(s) notified: NLT 10/23/2020
- Finalist presentation to City Council: November 2020

**Submissions are due no later than 5:00 p.m. MST**  
**via e-mail to [amoeding@evanscolorado.gov](mailto:amoeding@evanscolorado.gov)**

### **Exhibits**

Aerial video of the subject property is available at:

<https://www.evanscolorado.gov/era>

- Exhibit A: Vicinity Map (highlight the proximity of UNC, Highway 34, other neighbors)
- Exhibit B: Proposed Highway 85 landscaping vision sketches
- Exhibit C: Utility Map, including Evans Ditch for non-potable water
- Exhibit D: Anticipated street realignment related to CDOT Access Plan;
- Exhibit E: Overview of Opportunity Zone Program Benefits
- Exhibit F: Overview of Enterprise Zone Program Benefits

### **Contact Information:**

Allison Moeding, Economic Development Manager

City of Evans, Colorado - 1100 37<sup>th</sup> Street, Evans, CO 80620

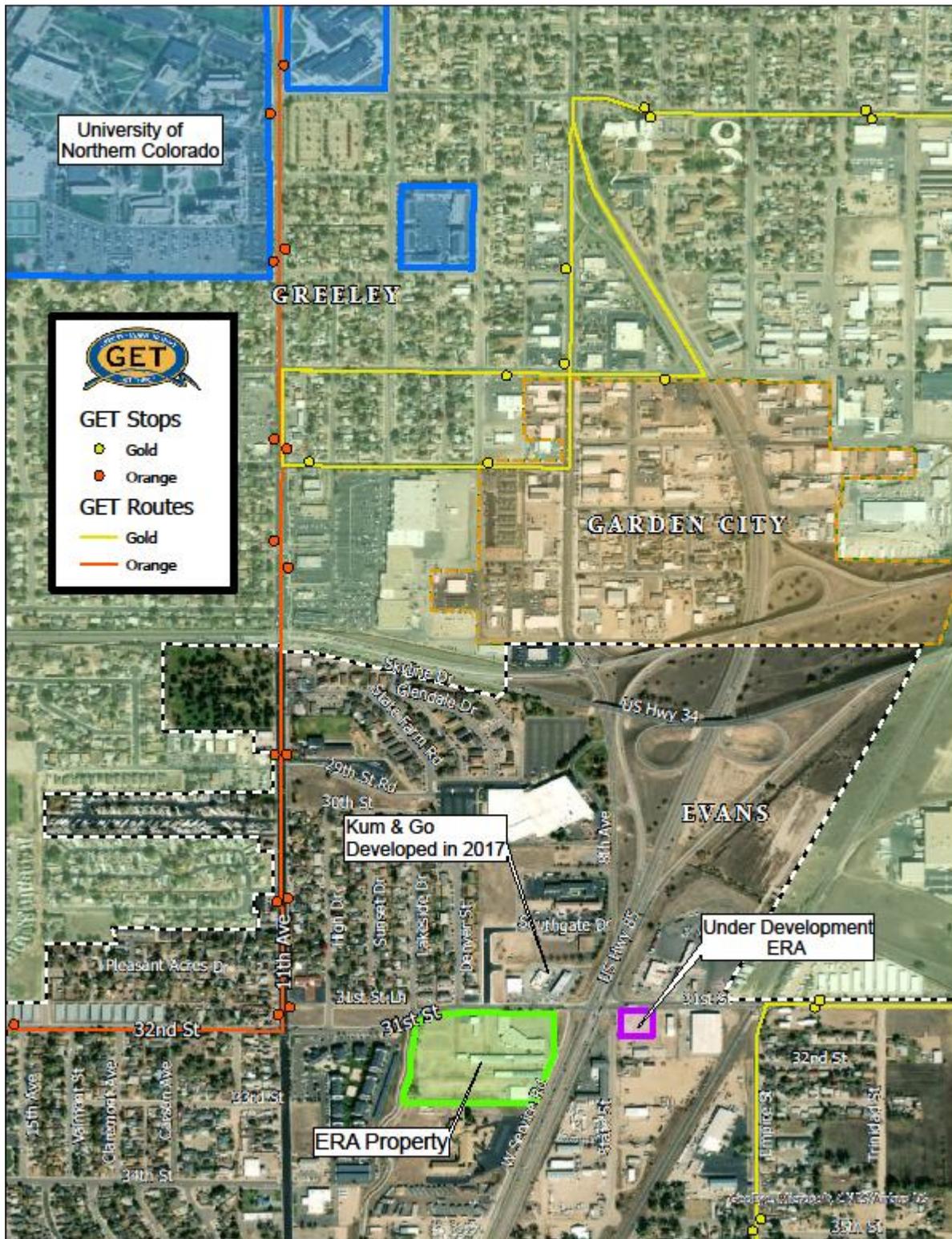
Email – [amoeding@evanscolorado.gov](mailto:amoeding@evanscolorado.gov)

Office – 970.975.1112

Cell – 720.243.5776

# EXHIBITS

# Exhibit A: Vicinity Map & Public Transportation



## Exhibit B: Proposed Landscaping Improvements

In 2018, the ERA and the City of Evans worked with Muller Associates to develop a series of landscaping prototypes to guide future improvements along the Highway 85 corridor. The City expects to initiate these improvements starting with the redevelopment projects on the two ERA-controlled sites on the southeast and southwest corners of 31<sup>st</sup> Street and US 85. The improvements will ultimately continue south along the corridor, to include intersections at 37<sup>th</sup> Street and 42<sup>nd</sup> Street.





# Exhibit C: Utility Map



# Exhibit D: Future Street Alignment



## Exhibit E:

Federal Opportunity Zone program benefits, which were enacted as part of the 2017 Tax Cuts and Jobs Act to address uneven economic recovery and persistent lack of growth in specific areas. The program is a federal tax incentive that encourages investors to invest in low-income urban and rural communities through the favorable treatment of reinvested capital gains and forgiveness of tax on new capital gains, and is expected to provide an impetus for private investors to support distressed communities through private equity investments in businesses and real estate ventures. The incentive is deferral, reduction and potential elimination of certain federal capital gains taxes.

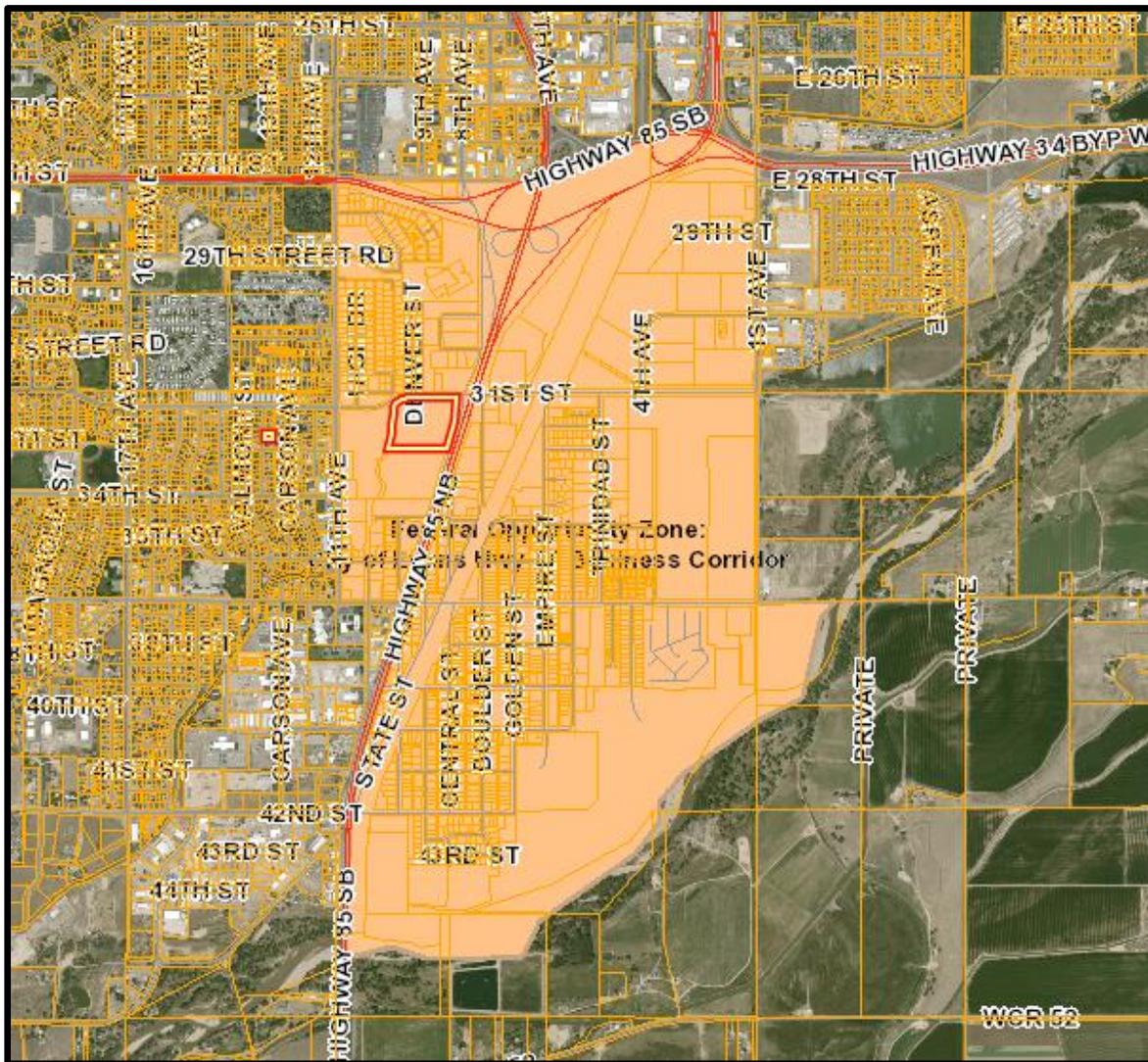


Figure 3: Federal Opportunity Zone area indicated in yellow

## Exhibit F:

Colorado Enterprise Zone program benefits, which provide state income tax credits to encourage businesses to locate/expand in designated economically distressed areas of the state, including the Highway 85 Corridor in Evans. Companies that locate or expand within the physical boundaries of the EZ are eligible to earn various state income tax credits based on specific activities primarily in equipment investment, vacant building renovations; job creation/training, research and development activities, etc. Retail businesses may qualify for some EZ benefits; precertification is required and a consultation with program manager Upstate Colorado is recommended.

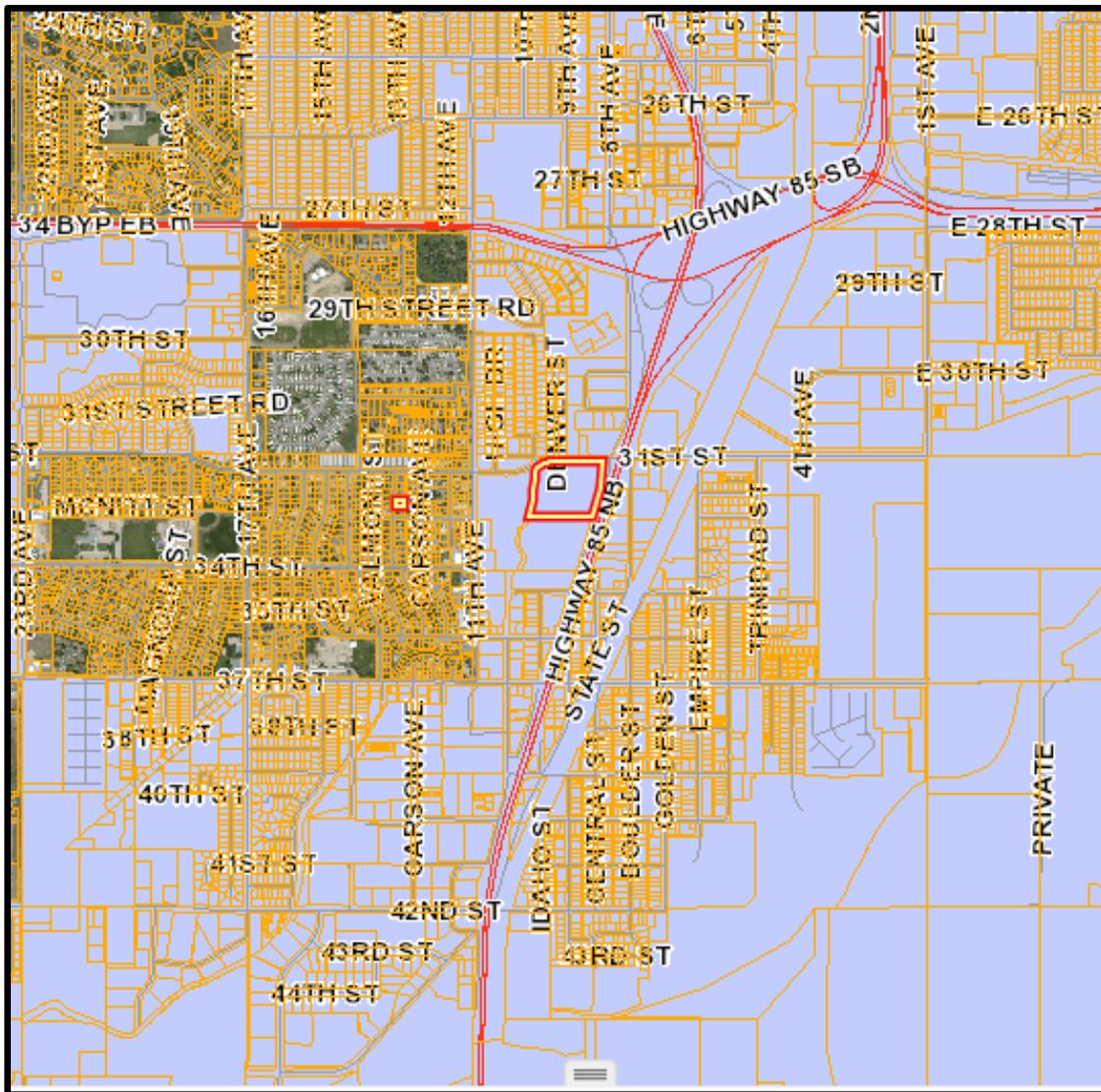


Figure 4: Enterprise Zone eligible properties indicated in blue