



WEST POINT
DEVELOPMENT
AUTHORITY

Request for Proposal (RFP) for a redevelopment project in West Point

Coca Cola Building/Site
1700 E 10th Street
West Point, GA 31833

INTRODUCTION

The City of West Point and the West Point Development Authority (WPDA) are soliciting responses from professional development teams to develop, execute, and deliver construction of a catalytic redevelopment project on development authority owned site, of approximately 13.87 acres (please see Attachments for site information). The redevelopment site is located at Interstate 85 GA Exit 2 and State Highway 18/E 10th Street.

Submittals should demonstrate the ability to deliver the desired type of development in a professional, comprehensive, and quality manner.

Proposed uses should address needs in West Point and the local market and leverage opportunity afforded by this unique location of the Lot. The proposed development should take advantage of density potential and incorporate uses including, but not limited to:

- Moderate Hotel Facility
 - o Minimum of 75 guest rooms
 - o Interior access
 - o Pet friendly
 - o National recognized franchise is preferred
- Restaurant/Quick Service Restaurant(s)
- Coffee/Drive Thru
- Grocery Store/Retail Services
 - o National recognized brands are preferred

DEFINITION OF A PROPOSER

The term "Proposer" as used in the RFP shall mean any person or firm submitting a proposal response to this RFP.

THE DEVELOPMENT OPPORTUNITY:

The submittal should include a vision for the future development of the Coca Cola Building/Site. We encourage creative proposals within these broad parameters. The primary vision for the site is to provide retail and commercial uses at the Interstate that accommodate regional travelers while providing basic goods and services to the West Point community.

The City and WPDA have worked diligently through the massive investments made by KIA Georgia and the automotive industry, in Downtown West Point, and in recent planning activity, much has been done in West Point to position the community to take advantage of this redevelopment opportunity on E 10th Street and the Interstate 85 interchange.

RESTRICTED USES

All parcels will be expected to contain certain deed covenants restricting any uses that relate to adult entertainment, adult video and bookstores, pool halls, tattoo parlors, amusement centers, convenience stores, vehicular sales or services uses and other relevant restrictions to be negotiated and subject to the selected design.

The Property, or any portion thereof, shall not be used for the production, marketing, sales, warehousing, bottling or distribution of any non-alcoholic beverages (whether in bottled, powder or syrup form), including, without limitation, sparkling or carbonated beverages, bottled water and other hydration or sports beverages, teas, or energy drinks.

WEST POINT DEVELOPMENT AUTHORITY

At the time of the project commencement, the West Point Development Authority will own the property.

PROJECT CRITERIA

The WPDA will select the development partner(s) that demonstrate(s) the best combination of qualifications by area of expertise or collective specialties in such manner as is in the best interest of the WPDA and yields the highest and best use of the project property. Formal presentations or interviews may be required: however, the WPDA reserves the right to award a contract based upon evaluation of the written submittals only.

The successful proposal once selected will later address the following items with the WPDA:

- Develop a structure for a partnership between the WPDA and the selected development entity (TBD).
- Assemble the strategic partners needed to plan the project, together with engineering and architectural partners.

- Work with the City and WPDA to develop the intended uses and layout and site conditions for the property. Once the development goals are established, undertake some or all of the following actions to inform the feasibility of the plan, including, adapting the plan based on feedback from this process:

- Market Analysis for Proposed Uses, in consultation with City/WPDA
- Physical inspection and condition of property
- Property Title Reviewed and Approved
- Draft conceptual plans and rendering for property development
- Adapt plans based on community/WPDA feedback/partner input
- Site Development Plan reviewed and approved
- Review of Licenses and permits needed
- Financial Analysis of Plan Feasibility
- Incentive Package Negotiated with WPDA/City
- Recruit and manage partners for development of property based on approved plan

SUBMISSION REQUIREMENT

Written Statement of Interest	<p>What are the key reason(s) your team is considering investing in the City of West Point?</p> <p>Please describe why your entity is the most qualified for the redevelopment of the Coca Cola Building/Site, and why your proposal represents the best use of the property.</p>
Development Team & Experience	<ul style="list-style-type: none"> - Point of Contact: Name of primary contact person(s) and corresponding contact information - Key team members and qualifications - Example(s) of similar completed projects <ul style="list-style-type: none"> o Location o Date completed o Financing structure for the project o Size and type of public involvement o Total development costs o Current financial status - Financial capability and commitment <ul style="list-style-type: none"> o Describe the role the Development Team will take with this project. Explain whether

	<p>the team intends to be the Owner, develop the project for a fee, or both.</p> <p>(Prior to selecting a finalist, WPDA will require more detailed financial information)</p>
<p>Development Concept</p>	<p>Proposals should combine the development Team’s experience with the information provided in this RFP to produce a visionary and ambitious development concept. This development concept should be articulated using a narrative that is informative, detailed, and illustrative. This narrative should highlight the Development’s Team vision for the project. This concept plan narrative may also include the desired partnership with the West Point Development Authority, the expected incentives needed to complete the vision, and the long-term goals for the development. Creativity is encouraged, and if additional developments or concepts are envisioned on the site, they can be included in this narrative.</p> <p>Additional materials with this narrative may include:</p> <p>Conceptual Drawings/Renderings Development Pro Forma</p>
<p>Hotel Concept</p>	<ul style="list-style-type: none"> - Hotel Product Type (full service, limited service, extended stay etc.) - Number of keys/rooms - Proposed square-footage and number of floors - Meeting space (if any) - Restaurants (if any) - Proposed amenities - Hotel flag, if available - Average room price per night - Parking requirements - Cash Flow analysis: Include the proposed construction cost
<p>References</p>	<p>Each proposal must include a list of references from creditors and public entities that have partnered with</p>

	<p>the Development Team on similar projects within the last seven years.</p> <ul style="list-style-type: none"> - Creditor – Please provide at least one reference from a creditor that has worked with the development team on past projects. - Public Entity – Please provide at least one reference from a public entity that the Development Team has partnered with on a development project/public private partnership in the past.
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IMPORTANT RFP DATES

By 4:00 PM EST on Thursday, June 20, 2024 - Proposals shall be submitted either in hard copy or electronically to:

Hard Copy:
 ATTN: Meghan Richardson, Economic Development Director
 730 1st Avenue
 West Point, GA 31833

Electronically:
Meghan.richardson@cityofwestpointga.com

Each respondent is responsible for ensuring their submittals arrive at City Hall before the time and date specified.

RFP Package – Available April 18, 2024, online at the City of West Point web page

PRE-PROPOSAL Meeting/Site Visit – The West Point Development Authority will be hosting an optional pre-proposal meeting on May 9, 2024, at 10:00 A.M. starting a West Point City Hall 730 1st Avenue, West Point, GA 31833. This meeting will include a community presentation and site visit. A representative of the Vendor is encouraged to attend this pre-proposal meeting.

Intent to Respond – Return the Attached “Intent to Respond” form by email to Meghan Richardson (meghan.richardson@cityofwestpointga.com) no later than 4:00 pm (Eastern Time) on May 10, 2024 to indicate your intent to respond to this RFP.

Question Deadline – May 17, 2024, at 4:00 pm. All questions regarding the meaning or intent of this RFP are to be emailed to Meghan Richardson (meghan.richardson@cityofwestpointga.com). Written responses to questions will be posted on the city webpage via addendum no later than May 29, 2024, at 12:00 pm.

Proposal Submission Deadline – June 20, 2024, at 4:00 pm (EST). All proposals shall be received at West Point City Hall located at 730 1st Avenue, West Point, GA 31833, or electronically via email to meghan.richardson@cityofwestpointga.com.

This Request for Qualifications may be canceled by the City of West Point Development Authority at any time. The City and WPDA reserve the right to reject any or all proposals or accept what is, in their sole discretion, the proposal that is in the best interest of the City of West Point, Georgia. The WPDA may, in its sole discretion, request a second round of qualification submittals to include more detailed financial and design information.

EVALUATION CRITERIA

The proposal may be evaluated on, but not limited to, the following criteria:

- Conceptual plan for overall long-term site development;
- Financial pro forma;
- Completeness of the proposal;
- Relevant demonstrated experience of the Proposer;
- Demonstrated financial capacity;
- Other evaluation criteria as may be determined by WPDA

SELECTION PROCESS

The WPDA/City will select the proposal that clearly provides a detailed vision for the redevelopment of the Coca Cola Building/site, outlines a feasible strategy for its success, and the best ability to complete the construction successfully. From the responses received, the WPDA will rank the responses and will select an individual or company, then negotiate and finalize an agreement with the selected individual and/or company. This request for qualifications may be canceled by the WPDA, and any submittal may be rejected in whole or in part for good cause when in the best interests of the WPDA.

INDEMNIFICATION

The successful Vendor shall indemnify and hold the City harmless from any claims, liabilities, losses and causes of action which may arise out of the fulfillment of the Vendor's contractual obligations as outlined in this Solicitation. The Vendor or its insurer(s) shall pay all claims and losses of any nature whatever in connection therewith, and shall defend all suits, in the name of the City when applicable, and shall pay all costs and judgements which may be issued thereon.

RESPONDENT DUE DILIGENCE:

Each respondent shall judge for themselves as to all conditions and circumstances having relationships to the RFQ and become informed about the unique challenges of working in the City of West Point. Failure on the part of any respondent to make such examination and become informed shall not constitute grounds for declaration or not understanding the conditions with respect to making its RFP.

AMENDMENTS

If it becomes necessary to revise any part of this RFP, or if additional information is necessary to enable the respondent to make an adequate interpretation of this RFP, a supplement to the RFP will be provided to each potential Respondent who has obtained an RFP and registered with the city. Amendment to this RFP may be issued at any time prior to the time set for receipts of Proposals. Respondents must acknowledge receipt of any amendments by submitting a signed copy of each one issued. Signed copies must be submitted as part of the signed RFP submittal.

WITHDRAWAL OR MODIFICATIONS OF RFQ

Any respondent may modify or withdraw an RFP in writing at any time prior to the deadline for submission of the RFP. Any request for withdrawal of an RFP must be signed by the individual who signed the initial RFP.

ACCEPTANCE

- A. Any RFP received shall be considered an offer, which may be accepted by the WPDA based on initial submission without discussions or negotiations.
- B. The WPDA and City of West Point reserve the right to reject any or all offers received in response to this solicitation and to waive informalities and minor irregularities in offers received, and/or to accept any portion of the offer if deemed in the best interest of the WPDA and City of West Point.
- C. Failure of the respondent to provide in its RFP any information requested in the RFP may result in rejection for non-responsiveness. RFP Preparation Cost expenses incurred by prospective respondents in preparation, submission, and presentation of the RFP are the responsibility of the respondent and cannot be charged to the WPDA.

AWARD

The WPDA aims to select the individual or company best qualified and technically able to provide the required services. Selection of an individual or company will be made on the Proposals received as set out in the selection criteria.

Economic Development staff will work with the Selected Respondent Team to prepare an Exclusive Negotiations Agreement (“ENA”). Exclusive Negotiations Agreement (ENA): The selected development team will be expected to execute an agreement between the West Point Development Authority specifying a period of time in which the parties will negotiate exclusively on a development project. The ENA binds both parties (private and/or public) from making any similar deals with the other parties for a specific period. It shows the Developer has represented its willingness and ability to undertake certain studies, plans and other activities necessary to define the scope of a development and determine the feasibility of such development on a particular site.

SUBMITTAL OWNERSHIP

All materials submitted regarding this solicitation become the property of the WPDA and publicly available information. If the Proposer desires to protect any proprietary information from public review, the Proposer shall provide a non-disclosure statement, as well as identifying the information in the proposal to be protected under the non-disclosure statement.

Following the award of a contract, responses to this solicitation may be subject to release as public information unless the response requests otherwise and specific parts of the response can be shown to be exempt from public information. Respondents are advised to consult with their legal counsel regarding disclosure issues and take the appropriate precautions to safeguard trade secrets or any other proprietary information. The WPDA assumes no obligation or responsibility for asserting legal arguments on behalf of potential Respondents.

QUESTIONS: IF YOU HAVE QUESTIONS REGARDING THIS REQUEST FOR PROPOSAL, PLEASE CONTACT MEGHAN RICHARDSON, ECONOMIC DEVELOPMENT DIRECTOR, 706-586-8004.

Parcel Number	0944000003	Zoning	Light Industrial District
Acreage	13.87	Assessed Value (2023)	\$1,473,400
Owner	West Point Development Authority		

All of the necessary utilities are located reasonable nearby.

Additional Information

Key Information Links

- [10th Street Redevelopment Plan](#)
- [10th Street Redevelopment Plan Snapshot](#)
- [Quality Development Corridor Overlay District \(QDC\)](#)

Amenities / Recreation & Leisure

- Point University Athletics, Parents, Alumni
- West Point Parks and Recreation, Sports Tournaments
- West Point Lake, Fishing Tournaments
- Chattahoochee River
- Callaway Gardens, Fantasy in Lights, Seasonal Events
- Great Wolf Lodge, Waterpark
- Burrow Warehouse – Weddings/Events
- Auburn University – Football Season
- Automotive Industry



WEST POINT
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AUTHORITY

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Coca Cola Building/Site
1700 E 10th street
West Point, GA 31833**

Attachment – Intent to Respond

Return this form by e-mail to Meghan Richardson (meghan.richardson@cityofwestpointga.com) no later than 4:00pm (Eastern Time) on May 10, 2024 to indicate your intent to respond to this RFP.

Company Name: _____

Contact Name: _____

Contact Title: _____

Address: _____

Contact Telephone: _____

Contact Email: _____

Fax: _____

Mark **one** of the following:

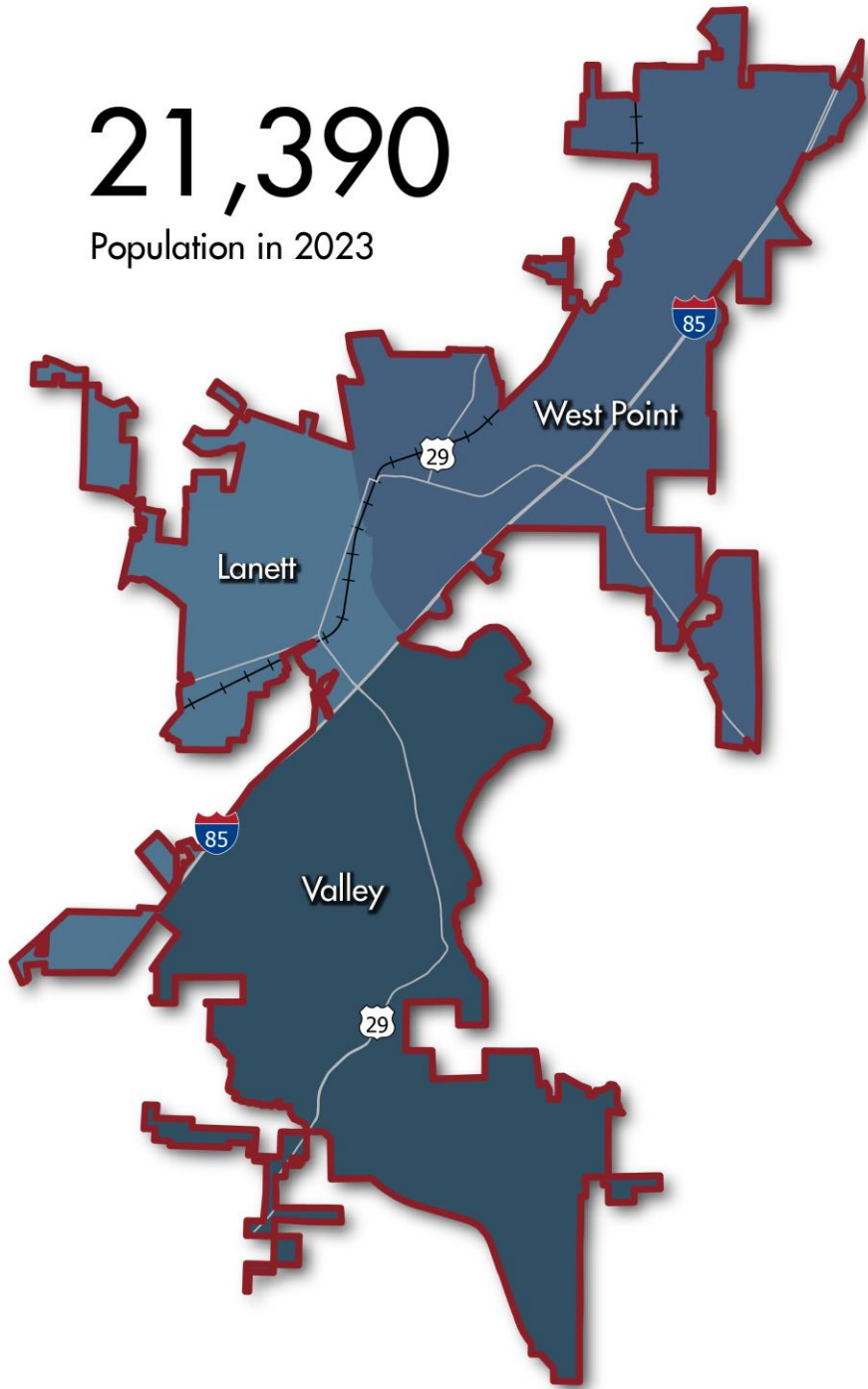
_____ We **do** plan to respond to this RFP with a proposal for Coca Cola Building/Site

_____ We **do not** plan to respond to this RFP

Reason if no: _____

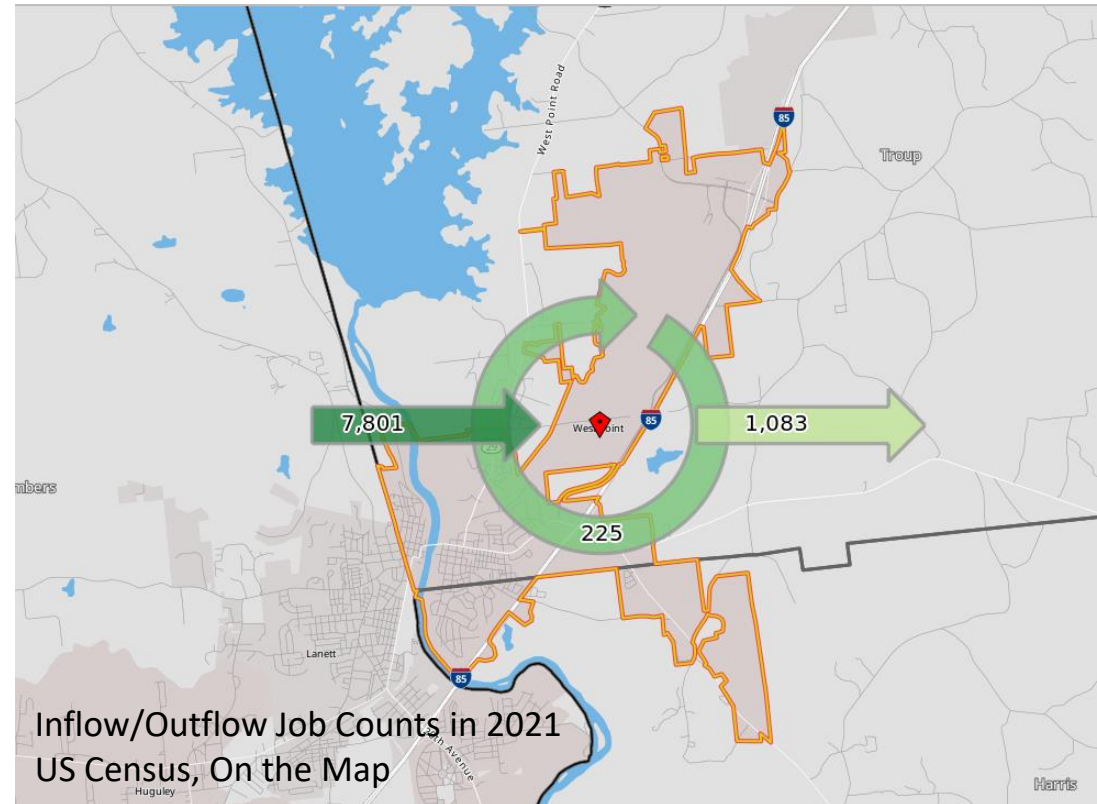
21,390

Population in 2023



West Point is a city in Troup and Harris counties in the state of Georgia. It is located approximately halfway between Montgomery, Alabama and Atlanta along Interstate 85.

West Point is bordered to the west by the Chattahoochee River, across which are the cities of Lanett and Valley, Alabama.





HYUNDAI MOBIS

HYUNDAI MOBIS
(2nd Location)

HYUNDAI GLOVIS
GEORGIA

HYUNDAI GLOVIS

HYUNDAI GLOVIS

HYUNDAI TRANSYS
POWERTRAIN

HYUNDAI TRANSYS
SEATING SYSTEM

A

B

C

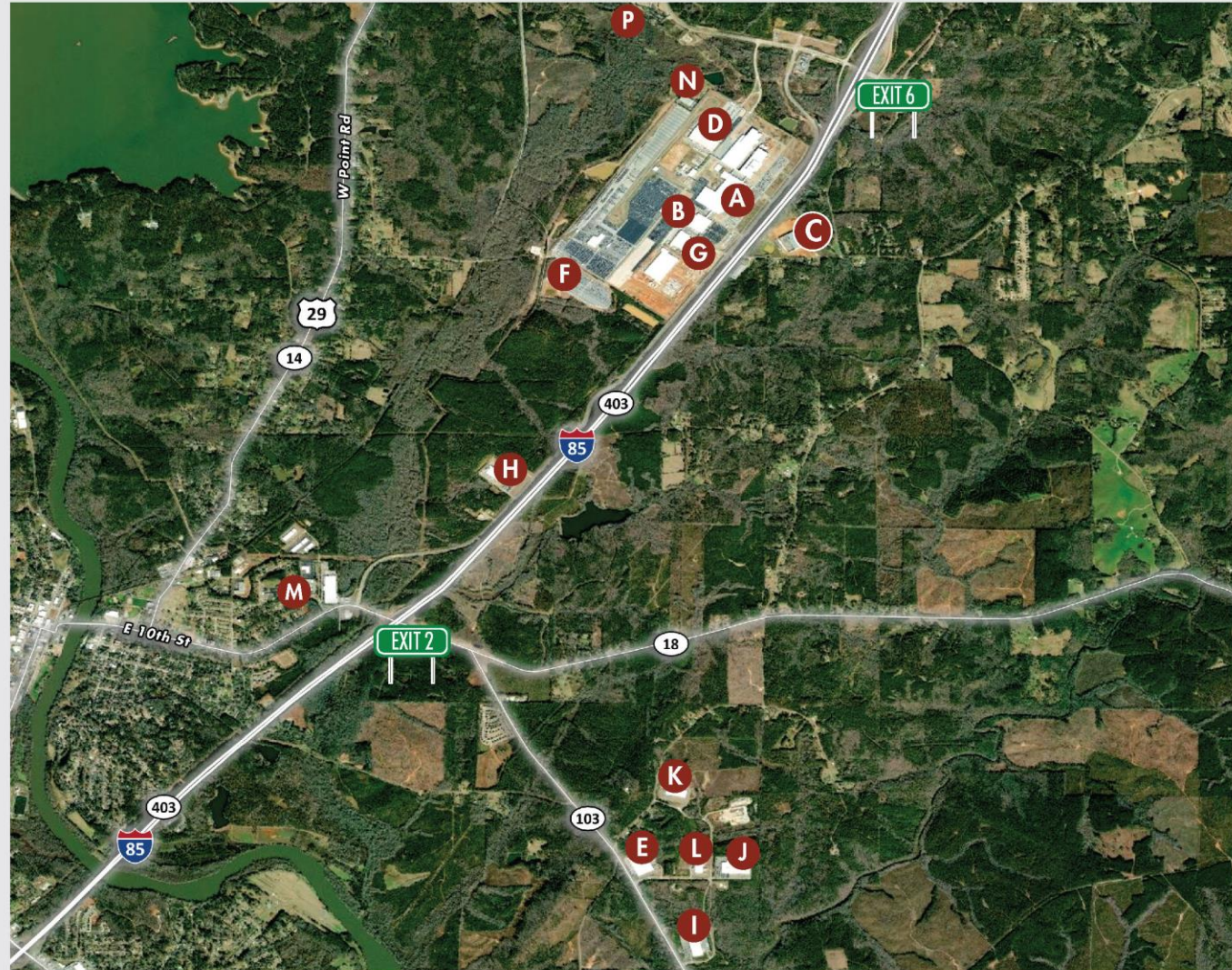
D

E

F

G

H



WEST POINT
DEVELOPMENT
AUTHORITY

Meghan Richardson
Economic Development Director
meghan.richardson@cityofwestpointga.com
706.645.3518



Economic &
Community
Development

I

J

K

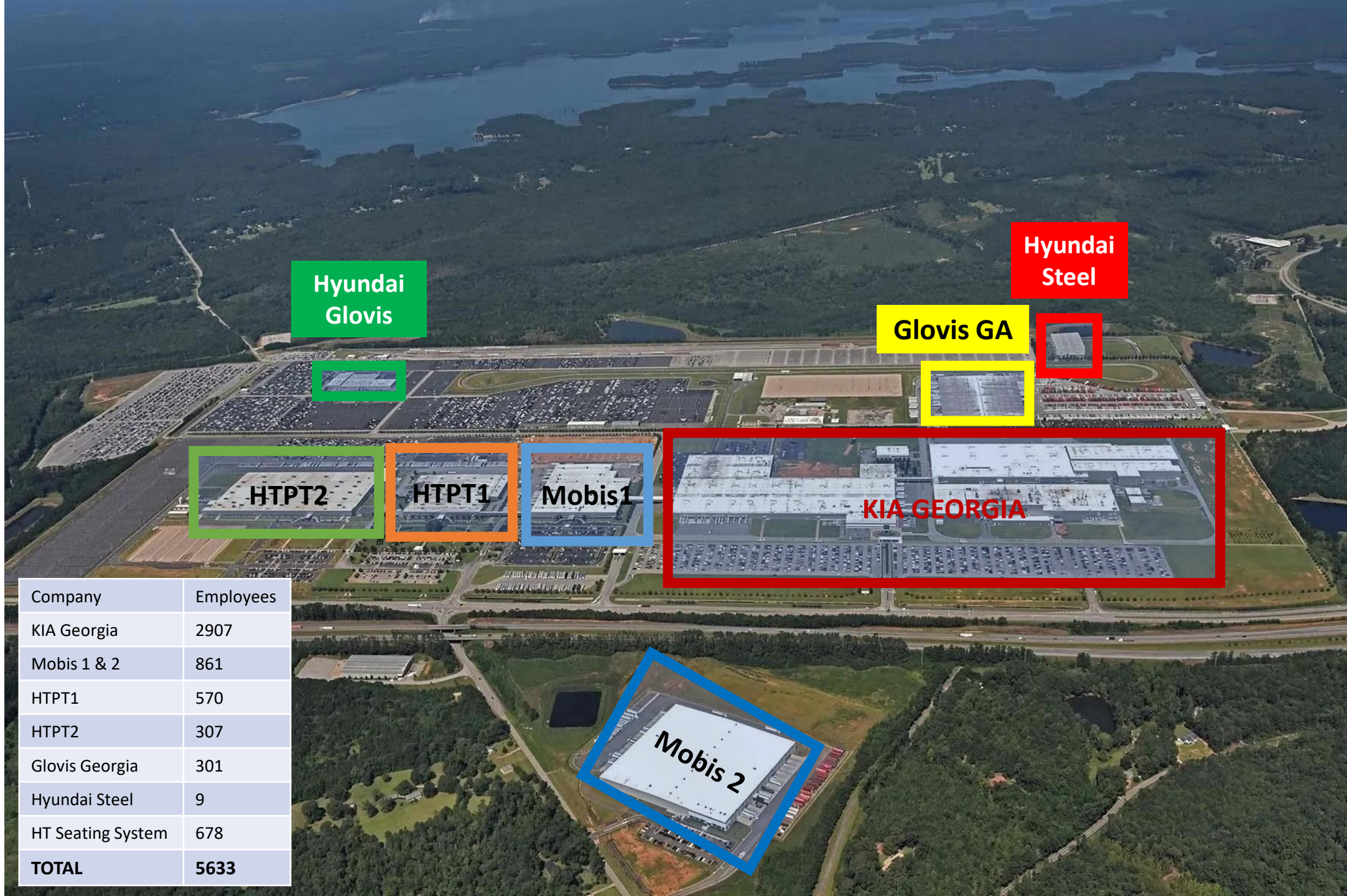
L

M

N

P





Hyundai
Glovis

Hyundai
Steel

Glovis GA

HTPT2

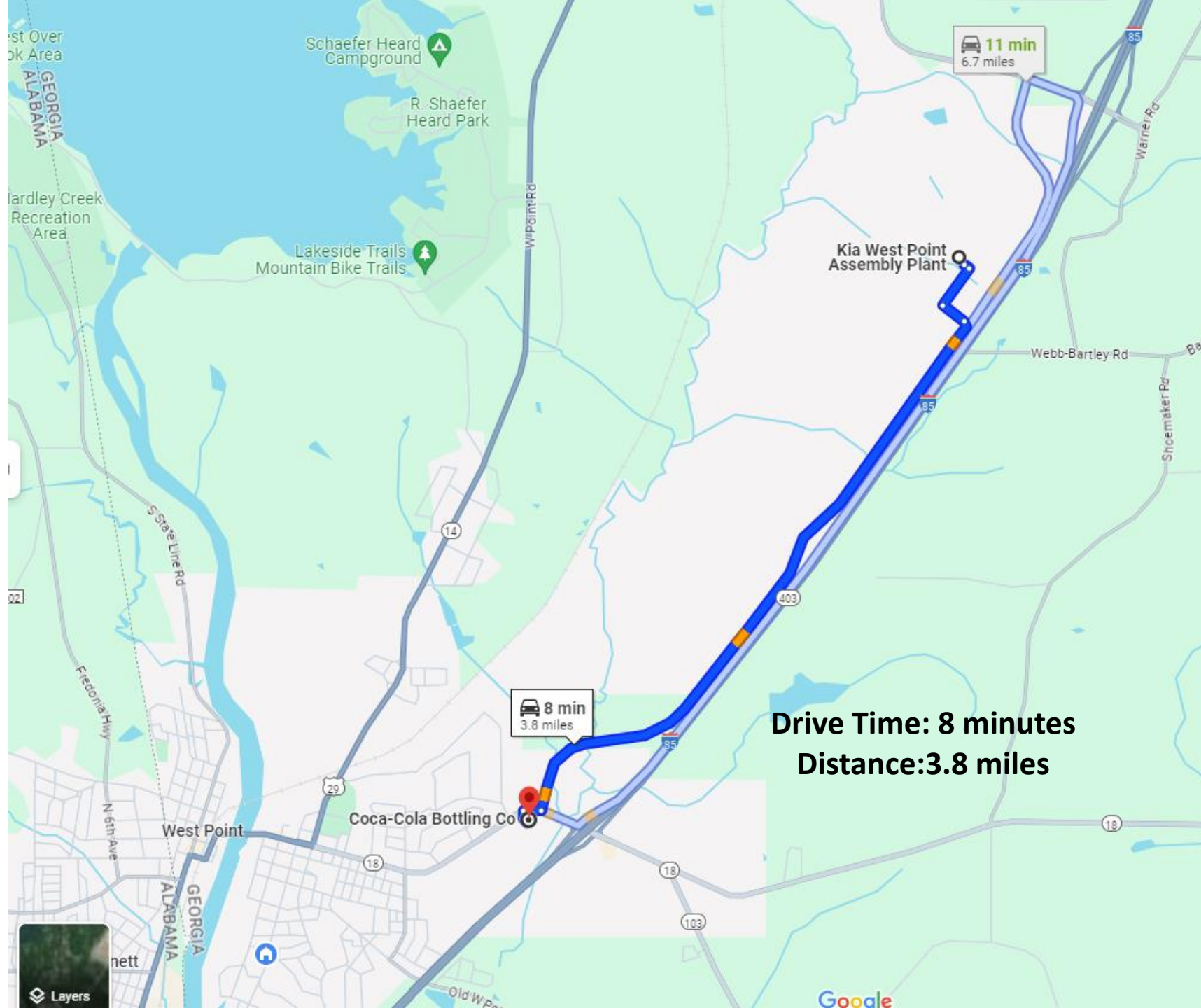
HTPT1

Mobis1

KIA GEORGIA

Mobis 2

Company	Employees
KIA Georgia	2907
Mobis 1 & 2	861
HTPT1	570
HTPT2	307
Glovis Georgia	301
Hyundai Steel	9
HT Seating System	678
TOTAL	5633



Drive Time: 8 minutes
Distance: 3.8 miles



Northwest Harris Business Park



Daesol

Daesol Ausys

Kopla

Daehan

Glovis

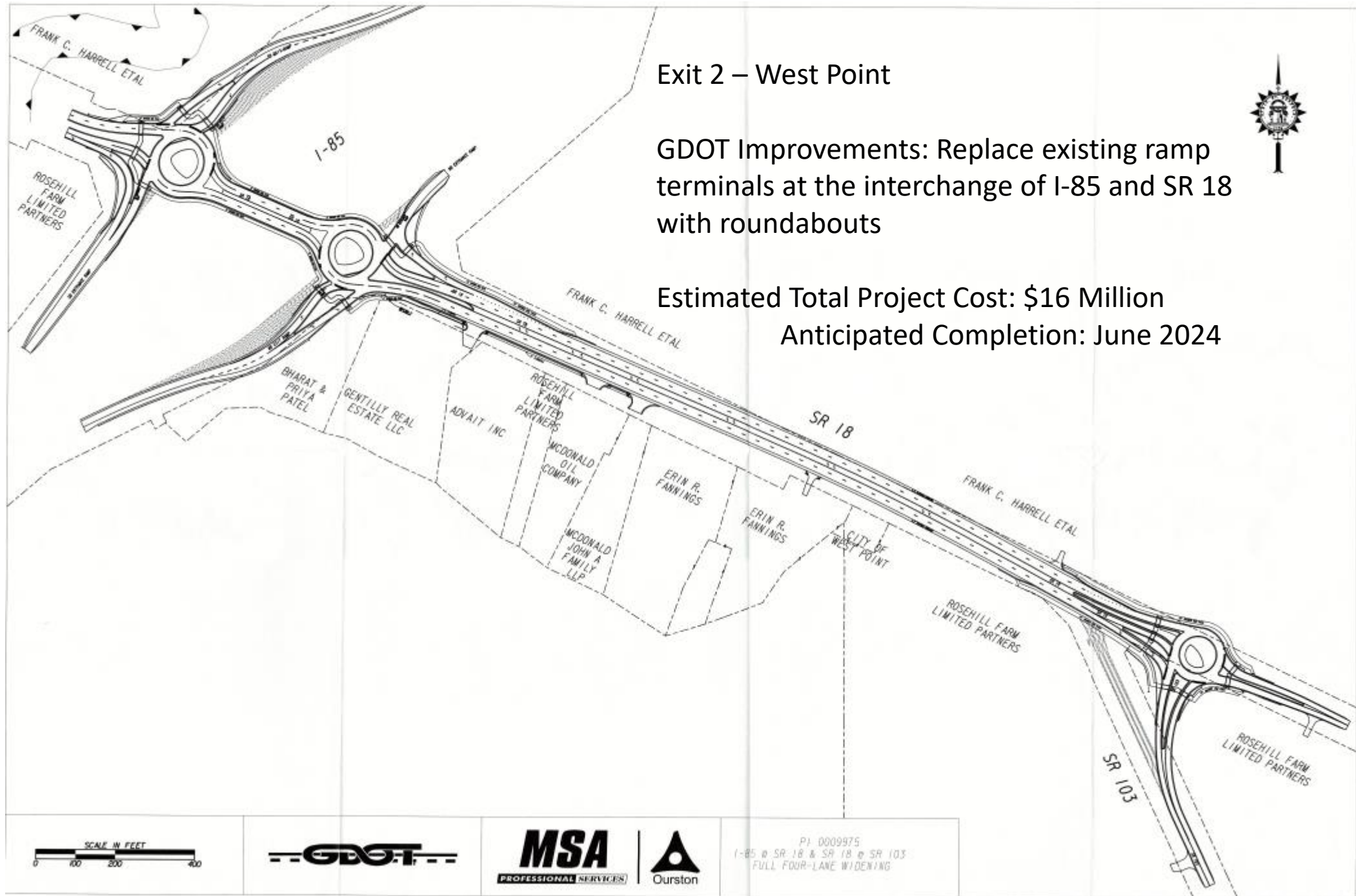
Adient



Drive Time: 7 minutes
Distance: 2.8 miles

Company	Employees
Adient	231
Glovis	190
Kopla	20
Daehan	320
Daesol	220
Daesol Ausys	165
Total	1146

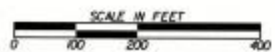




Exit 2 – West Point

GDOT Improvements: Replace existing ramp terminals at the interchange of I-85 and SR 18 with roundabouts

Estimated Total Project Cost: \$16 Million
 Anticipated Completion: June 2024



P1 0009975
 I-85 @ SR 18 & SR 18 @ SR 103
 FULL FOUR-LANE WIDENING

Exit 2 - West Point

1700 E 10th Street

Legend

**Interface –
414 employees**

KIA Georgia

**Downtown
West Point**

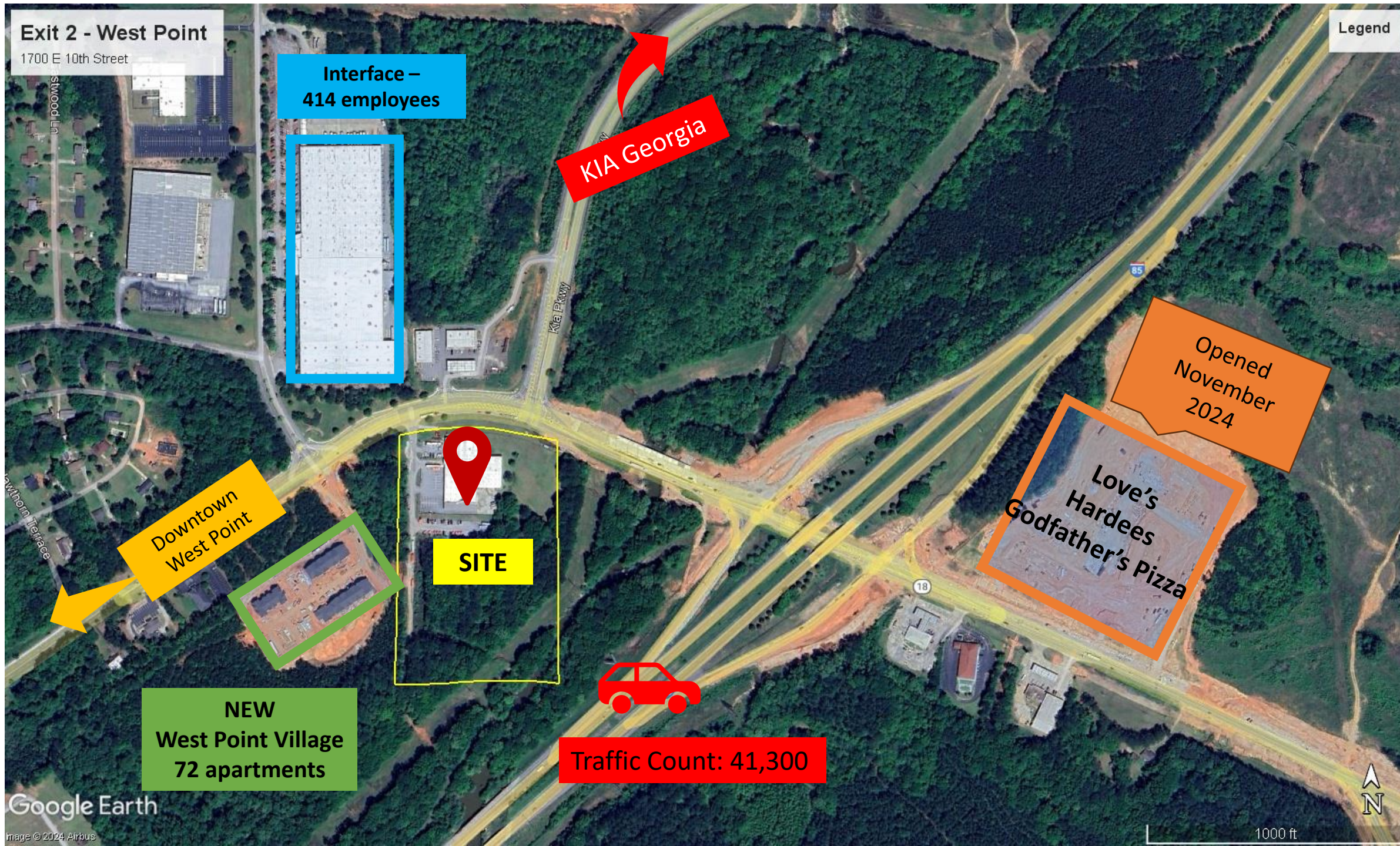
SITE

**Opened
November
2024**

**Love's
Hardees
Godfather's Pizza**

**NEW
West Point Village
72 apartments**

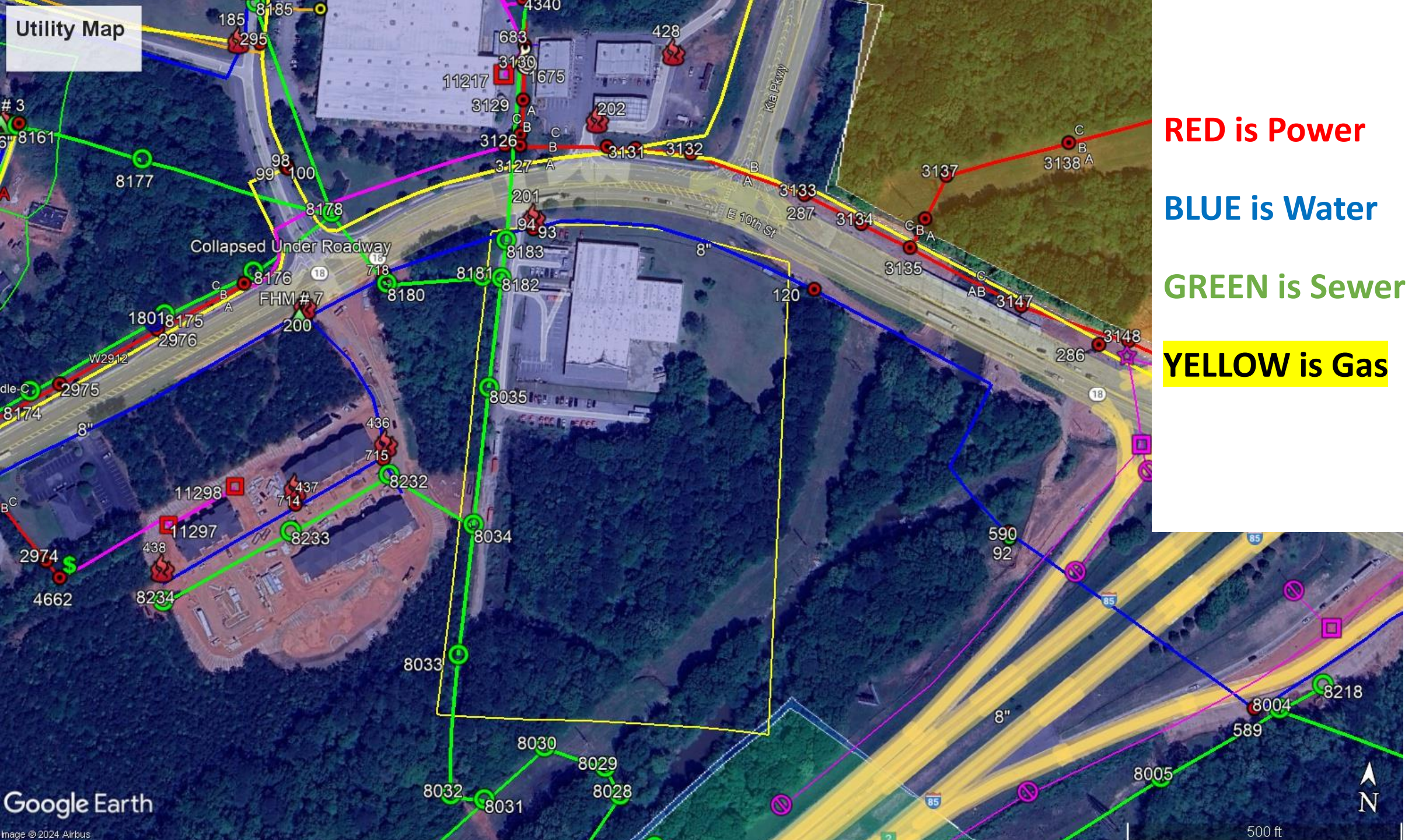
Traffic Count: 41,300



Site Development

Demolition	WPDA willing to assist with cost associated with the demolition of existing structure
Survey - Boundary - Topographic - Utility Location	In Process – Harris Gray
Phase 1 Environmental Site Assessment	Complete – Terracon
Limited Site Investigation (LSI)	Pending - Terracon
Limited Hazardous Material Inspection	Complete – Terracon
Traffic Study	In Process - Falcon
Signalized Intersection Design/Improvements	Pending -

Utility Map



RED is Power

BLUE is Water

GREEN is Sewer

YELLOW is Gas

Community Incentives

Proposed Site at Reduced Cost	The West Point Development Authority owns proposed site
New and Improved Infrastructure	All necessary utility infrastructure such as water, sanitary sewer, natural gas and electrical power and telecommunications lines are or will be made available to the site.
Permitting	A 30-45 day approval process will be adhered to once civil and architectural drawings are submitted for review.

West Point Profile

	3 MILES	5 MILES	10 MILES
Total Population (2023)	11,321	18,821	38,882
Total Daytime Population (2023)	12,018	23,543	37,789
Average Households (2023)	4,409	7,375	15,475
Average Household Income (2023)	\$66,834	\$66,670	\$75,422
Median Household Income (2023)	\$44,378	\$45,627	\$52,860
Median Home Value (2023)	\$138,269	\$131,276	\$147,493

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

