




# Farmers' Market Pavilion Site RFP Presentation & Recommendation

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Committee of the Whole  
April 4, 2022



# Presentation

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1. Background
2. Request for Proposals/Process
3. Committee Recommendation
4. Next steps
5. Questions



BACKGROUND

# Farmers' Market Study

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As part of a Planning Sustainable Places Grant in 2017 the City engaged the community in an analysis of the future of the City's Downtown Overland Park Farmers' Market ("Farmers' Market Study"). That Study was a wide ranging analysis of the future needs of the market and also addressed the location of the market. After consideration of that study the Council took three primary actions:

1. Confirmed that the location of the market should remain generally in its current location on Marty on the site of the City's parking lot
2. Purchased a car wash site adjacent to and immediately north of the existing parking lot/Market Pavilion.
3. Programmed \$5.4M in the Capital Improvements Program for a future upgrade to the Market Pavilion based off of Plan Option 3: Marty Street, in the Farmers' Market Study.



# Farmers' Market Study - continued

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The Study identified additional alternatives to be considered for the upgrade of the Market Pavilion. The additional alternative (Plan Option 2: Split-Level Garage, pictured right) envisioned a wider redevelopment that incorporated Market operations inside a mixed use building that included other potential uses along with a public parking structure.





# Request for Proposals/Process

# Project Objectives

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The request for proposals process allows the City Council and community to evaluate whether there might be a viable alternative to simply undertaking a separate and stand-alone City redevelopment of the Farmers' Market pavilion (the currently programmed \$5.4 million option).

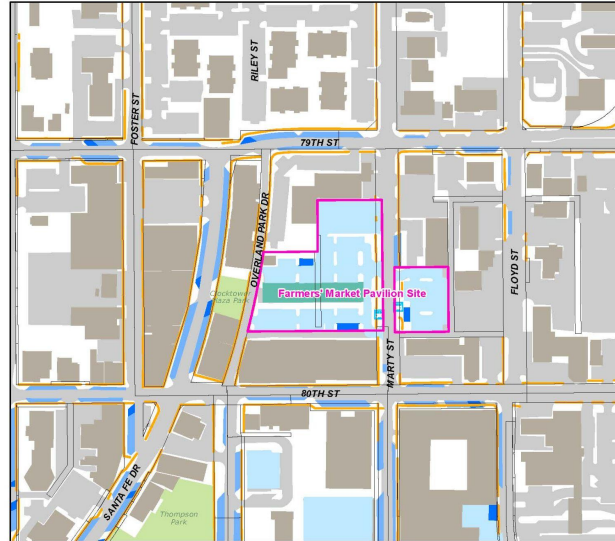
The objective of the RFP process is to consider selection of a private developer or development team that will develop the Property consistent with the development objectives below:

- A mixed-use development including a reconstructed farmers' market
- Flexible public space that can be used for a variety of events
- Address short and long-term parking supply needs
- Commitment to a thorough public involvement process with the City pending selection of a partner

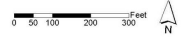
The City reserves the right to make no selection and to proceed with development of the Farmers' Market Pavilion site on its own.

# City Owned Assets included

Assets Surrounding Downtown Farmers' Market Pavilion



- Core Farmers Market Pavilion Site
- Farmers' Market Pavilion
- Handicap Parking
- Public On-Street Parking
- Public Parking Lot
- Public Park
- Building Footprint
- Pavement
- ROW Property Boundary
- Sidewalk
- Metro Transit Stop



August 26, 2021



# Project Requirements/Issues addressed in proposals

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- Reconstructed Farmers' Market - primary requirement.
- Mixed-Use - Interest in a mixture of uses on the site, but not prescribing specific uses.
- Parking - accommodate for replacement of the current number. Does not have to be on site, could be part of an overall shared-use strategy. Provide parking for any new/proposed use.
- Public Space - to be used in conjunction with the new development; programmed for multiple uses.
- Public involvement - Commitment to a public engagement process
- Financing and Ownership - City open to variety of options; site is publicly owned, unlikely to sell. Could be options for ground leases, land swaps, other partnerships.
- Program for the Farmers' Market - Redevelopment options as provided in the Farmers' Market Study could be used as viable options to be utilized as starting places.
- Specific Farmers' Market program information was also provided in the RFP.

# Proposal Evaluation/Criteria

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The proposals were evaluated based on the following criteria (per page 16 of the RFP):

1. Qualifications of the development team
2. Development Plan
3. Proposer's financial capacity to execute and complete the project successfully
4. Consistency with adopted plans and development objectives
5. Consideration to feedback and comments from the September 28, 2021 Town Hall Meeting and the virtual feedback form

# Review and Selection Committee

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As noted in the staff comments provided at the June CD Committee, a Selection Committee was formed to evaluate the proposals received for the Farmers' Market Pavilion Site. The Selection Committee consisted of:

- Council Member Tom Carignan
- Council Member Holly Grummert
- Council Member Logan Heley
- Director of Parks and Recreation Jermel Stevenson
- Recreation Supervisor, Farmers' Market Kristina Stanley
- Director of Planning and Development Services Jack Messer
- Assistant City Manager Kate Gunja
- Downtown Overland Park Partnership Executive Director Angie Mutti

# Timeline - Overview

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RFP Released on website	September 3, 2021
Town Hall	September 28, 2021
Proposals Due	October 29, 2021
Committee Review of Proposals	November 2021 - January 2022
Interviews Conducted	February 2022
Recommendation to COW	April 4, 2022

# Town Hall

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- On September 28, the City hosted an in-person public Town Hall to receive input about the proposed Farmers' Market project.
- Purpose of the meeting was to provide: "An opportunity to explore what is possible in creating a Farmers' Market Facility that will continue to host signature community events and enhance the City's downtown now and into the future."
- Sixty-five (65) members of the public and staff were in attendance.
- Format included a historical overview of the Farmers' Market and description of the RFP process being undertaken.
- Attendees were asked to provide written responses to four questions about the future of the Market.



# Town Hall

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- Questions:
  1. What is a “must have” for a future farmers market structure?
  2. What is going well at the existing Market?
  3. What could be improved?
  4. What is something that would make the Market great for years to come?
- 317 individual comments were produced to the questions posed from the in-person meeting.
- Online Feedback option was also available from Sept 29 - October 14th. Approximately 450 individual comments were produced from the online engagement.
- The information gathered from the in-person and online Town Hall options was posted online as Addendums to the RFP for proposers to review and consider as they developed their proposals.
- Themes/Takeaways from Town Hall - Space, Year-Round/flexible use of space for community events, parking/accessibility.

# Proposals due October 29

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- Four (4) proposals were received:
  1. Block Real Estate Services, LLC
  2. Copaken Brooks
  3. Lane 4 Property Group
  4. Mark Lanzrath

# Review Process

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- November - First Committee Meeting. Committee reviewed the evaluation and selection process as outlined in the RFP and the RFP submissions. One proposal deemed as not responsive to the information requested in the RFP; did not move on in the process. Supplemental questions sent to remaining three (3) proposers.
- January - Committee Meeting held to review Supplemental Questions. Committee consensus to invite three (3) remaining proposers to an interview.
- February - In-person interviews held. Hour and a half interview with each proposer.
- March - Committee Meeting held to review and discuss interviews and a final recommendation.





# Committee Recommendation

# Committee Recommendation - #1

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The Farmers' Market Pavilion Site has the ability to add more to the long term vibrancy of downtown OP than what the City could deliver on its own. The city should engage with a private developer to further *explore* this option.

# Committee Recommendation - #2

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Copaken Brooks is the Development partner recommended by the Committee. Their additional team members presented include PGAV Architects and McCownGordon Construction. The recommendation is based on the following criteria:

1. Qualifications of the development team
2. Development Plan
3. Proposer's financial capacity to execute and complete the project successfully
4. Consistency with adopted plans and development objectives
5. Consideration to feedback and comments from the September 28, 2021 Town Hall Meeting and the virtual feedback form.



# Copaken Brooks

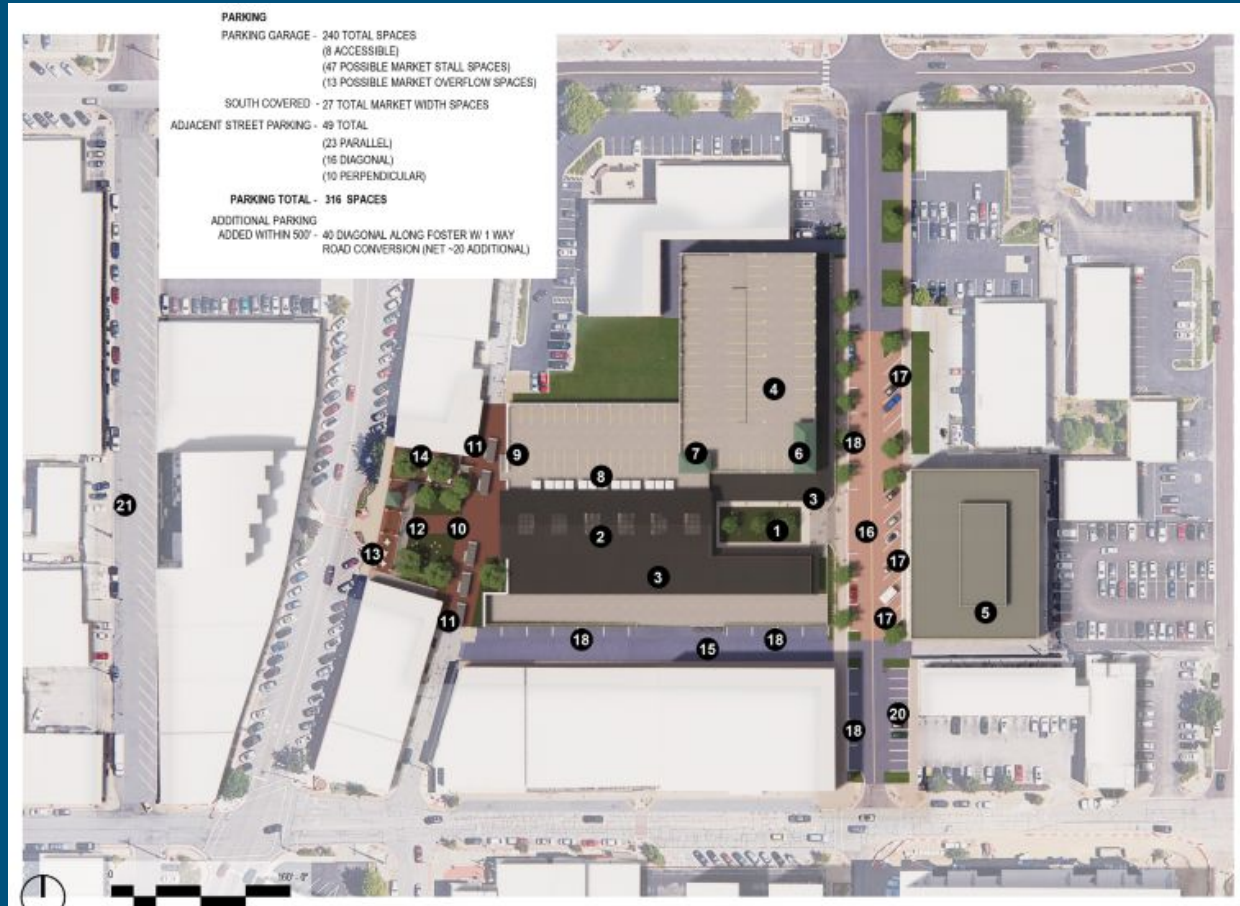
## *Concept Development Plan*



# Copaken Brooks - *Concept Development Plan*



# Copaken Brooks - *Concept Development Plan*



# Next Steps

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Should the COW wish to further the conversation with a developer, Staff would recommend the following actions:

- Recommend approval to the Governing Body of the Review and Selection Committee's recommendation of Copaken Brooks as the selected development partner.
- Recommend approval to the Governing Body to direct staff to begin negotiation with Copaken Brooks on a Pre-Development Services Agreement with the limited scope of a public engagement phase partnership.
  - It is envisioned that the Pre-Development Services Agreement would contemplate future phases should the City wish to proceed; however, would not obligate the City to any phase beyond public engagement.
    - Proceeding with any future phases beyond public engagement would require action by the Governing Body.
  - The Pre-Development Services Agreement would be brought back before the Governing Body for review and consideration.



Questions?