

**REQUEST FOR PROPOSALS**  
**FEASIBILITY ANALYSIS FOR 249 EAST MAIN STREET**

***By The Town of Marion Office of Community and Economic Development, Ken Heath, Director***

The Town of Marion, in partnership with the Virginia Main Street Program and the Virginia Department of Housing and Community Development, is seeking PROPOSALS from qualified consultant firms to conduct a comprehensive Feasibility Analysis of the subject property listed above.

The completed study will provide specific information to assist the owner and/or future developers to stabilize, renovate, and provide adaptive reuse of this historic structure located on a primary axis in the heart of Marion's downtown historic district.

**PROJECT DESCRIPTION:**

The subject property is located at 249 East Main Street, and known locally as "Marion Flower Shop". It is a two-story, 14,080 square foot masonry commercial structure built on a .31 acre corner lot in 1908 as the Marion Hardware and Supply Company, with apartments on the upper floor. In the 1970's, the building became Francis Brothers Sporting Goods, and in 1986, Malcolm Brown Sr. purchased them, developing the west storefront into Marion Flower while using the east storefront – previously operated as a furniture store - for storage for their funeral home. The apartments and east storefront have been vacant for decades; the west storefront was most recently occupied by Robertson Hollow Florist. The entire building has now been vacant for nearly a year, and is currently being marketed with little interest.

This building is a long-standing "white elephant" on the apex of one of the busiest intersections in Marion, and in the heart of the historic downtown district. The dilapidated storefronts have received some attention, with a façade paint on the west storefront and new glass in the east storefront. Marion has long sought to redevelop and repurpose this huge historic building to provide new living spaces, new retail spaces, and return vibrancy and continuity to the primary corner in downtown. If nothing is done, the building will likely continue to deteriorate, further blighting downtown, and missing opportunities to provide needed housing and commercial space.

The opportunity provided is to rehabilitate and save another 100+ year old building in Marion's historic district, providing two new retail spaces and an additional 8 new apartments – all much needed – along with jobs and tax revenues and fees generated. Redeveloping this property will mirror similar successful efforts that have already been completed in downtown Marion, such as the Holston Harwood building, the former WW Mack department store, the General Francis Marion Hotel, the Lincoln Theatre, the Henderson School, and numerous other successful rehabs. Marion has a stellar track record with redevelopment, repurposing, and success, and this property is prime to follow suit.

**PROJECT BUDGET:**

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|---|-----------------|
| 1) Physical Inspection and Assessment                       | \$ 5,000        |
| 2) Pro Forma Development and Construction Budget            | \$ 7,500        |
| 3) Preliminary design concepts and basic rendering sketches | \$10,000        |
| 4) Assessment of all available incentives and tax credits   | <u>\$ 2,500</u> |

TOTAL: \$25,000

**PROJECT TIMELINE:**

Due to the significance of this project, the Town of Marion and the building owner wish to expedite as quickly as reasonably possible, while retaining the integrity and quality of the Analysis. Therefore, the project timeline is somewhat negotiable, but no more than 120 days from contract.

**PROJECT REQUIREMENTS:**

The 249 East Main Street **Feasibility Analysis** shall provide, at a minimum:

- a. Code and zoning assessment
- b. New construction development sizing with context and design assessment
- c. Building programming
- d. Parking study
- e. Preliminary design concepts and basic rendering sketches
- f. Assessment of all available incentives
- g. Historic tax credit assessment and entity structure
- h. LIHTC assessment, if applicable
- i. Pro formas, development and construction budget, and financing plan
- j. Narrative for all projects
- k. Letters of Intent (LOIs) for Historic Tax Credit investors, where applicable or available
- l. Informal asbestos and lead assessment
- m. Professional market demand study for proposed new building use
- n. Draft business plan and pro forma cash flow for operation of new facility.

Additionally, this Analysis shall provide a **Final Executive Summary Report**, including at a minimum:

- a. Overview of the building and planned additions
- b. Stat Sheet
- c. Historic uses
- d. Current use
- e. Potential new use
- f. Importance of building to community's economic restructuring strategy
- g. Case studies of comparable projects
- h. Accurate estimates for construction/demolition/rehab costs and timeline

i. Potential sources of grant/tax credit funding and potential funding gaps, including but not limited to:

1. Historic Tax Credits
2. Industrial Revitalization Fund
3. Enterprise Zone Real Property Grant
4. CDBG funds
5. New Market Tax Credits
6. VHDA Mixed-Use, Mixed-Income (or other program)
7. Opportunity Zone
8. Local Government
9. Other potential sources for project funding

j. Market study for potential reuse

k. Business Plan

l. Business Pro Forma/Cash Flow

m. Investment analysis

n. Recommendations

o. Ownership structure

p. Financing/Investment structure

q. Management/Implementation

**Finally, information in this Analysis should include:**

- An Executive Summary Report, including Overview of the new proposed plan
- Design Schematics
- Photographic documentation of minor façade improvements
- Draft business plan and pro-forma for renovated facility, including:
  - a. Sources and uses (show all sources of funds, equity and plan of finance)
  - b. Operational cash flow, ROI – 5 year projection
  - c. Estimates for construction/demolition/rehab costs and timeline
  - d. Note members of ownership or partnership entity
  - e. Identify management team and qualifications
  - f. Final marketing materials intended to create and execute a sale marketing and business recruitment campaign

***All materials must be provided in both electronic and printed form. Three (3) copies shall be provided thumb drive or other electronic means, and five (5) printed and bound copies shall be provided at the conclusion of the project.***

**PROPOSAL DEADLINE:** The deadline for submission of Proposals is Friday, 27 August 2021 at 2:00pm at Marion Town Hall, POB 1005/138 West Main Street, Marion, VA 24354. The Town of Marion is not responsible for lost, misdirected, or late mail. Interviews will be scheduled for week of 06 September, with contract anticipated by 22 September 2021.

**ADDITIONAL:** For additional questions on this project, please contact Ken Heath, Director of Community and Economic Development, The Town of Marion Virginia, at [kheath@marionva.org](mailto:kheath@marionva.org) or (276) 378-5026. Marion is an Equal Opportunity Employer.