

PITTSBURGH **YARDS**®

CONNECTING PEOPLE.
CREATING OPPORTUNITY.

**Request for Proposals for Commercial Real Estate
Brokerage Services for Landlord Representation**

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Project Overview

The transformation of Pittsburgh Yards® is an unprecedented opportunity to spur a more equitable distribution of income, wealth, jobs, and entrepreneurial opportunities for residents in Neighborhood Planning Unit V (NPU-V) and other southwest Atlanta neighborhoods. Located at 352 University Avenue, Atlanta, GA, near many of the city's major redevelopment projects, including the Atlanta Beltline, this 31-acre site is part of an area that is in the midst of significant - and promising - transition. Once complete, the hope is that Pittsburgh Yards will be a vibrant space where existing neighborhood residents can primarily work and create, but also shop and play.

Vision

- Catalyze living-wage employment, long-term career, and entrepreneurship opportunities for residents, including parents with young children, young adults, and those in need of second chances.
- Use design, streetscape, and landscaping techniques to encourage community engagement and innovation.
- Incorporate sustainable design principles and best practices for energy and water efficiency.
- Cultivate local neighborhood benefits, such as access to the Atlanta Beltline, healthy foods, green space, community gathering space, and arts and culture.

More information about the overall project can be found at www.pittsburghyards.com.

Pittsburgh Yards seeks a commercial real estate brokerage firm specializing in the ground leasing of land for development for light industrial uses. The assignment scope is for brokerage services for five (5) pad-ready sites ranging in size of 0.66 – 1.83 acres. The Owner will retain land ownership, with long-term ground leases (e.g., 50 or 99 years) with high-job density tenants who will build their own buildings on these sites. The pads are development ready with utility infrastructure and bordered by streetscape and landscape improvements.

Pittsburgh Yards consists of approximately 31 acres of which 15 acres has been developed as Phase I. Phase I consists of these five pad sites and other components. The Nia Building® is a 61,000 square foot building and the anchor of Pittsburgh Yards. The building houses 101 office suites for lease ranging in size of 100 to 400 square feet. These spaces are ideal for creatives, artists, and makers or fabricators, as well as businesses offering professional services. The Nia Building also includes shared spaces for coworking members, a shared commercial kitchen space, and a market/café space. Other Phase I components are the Container Courtyard which has attracted local eateries who will open locations and a community greenspace for gathering and hosting recreational and cultural events.

The site is four miles North of the Hartsfield-Jackson Atlanta International Airport, two miles South of Downtown Atlanta, near I-75/85, bordered on the North by University Avenue (a large collector), and on the South by the Atlanta Beltline Southside Trail.

Demographic Focus for Workforce Development

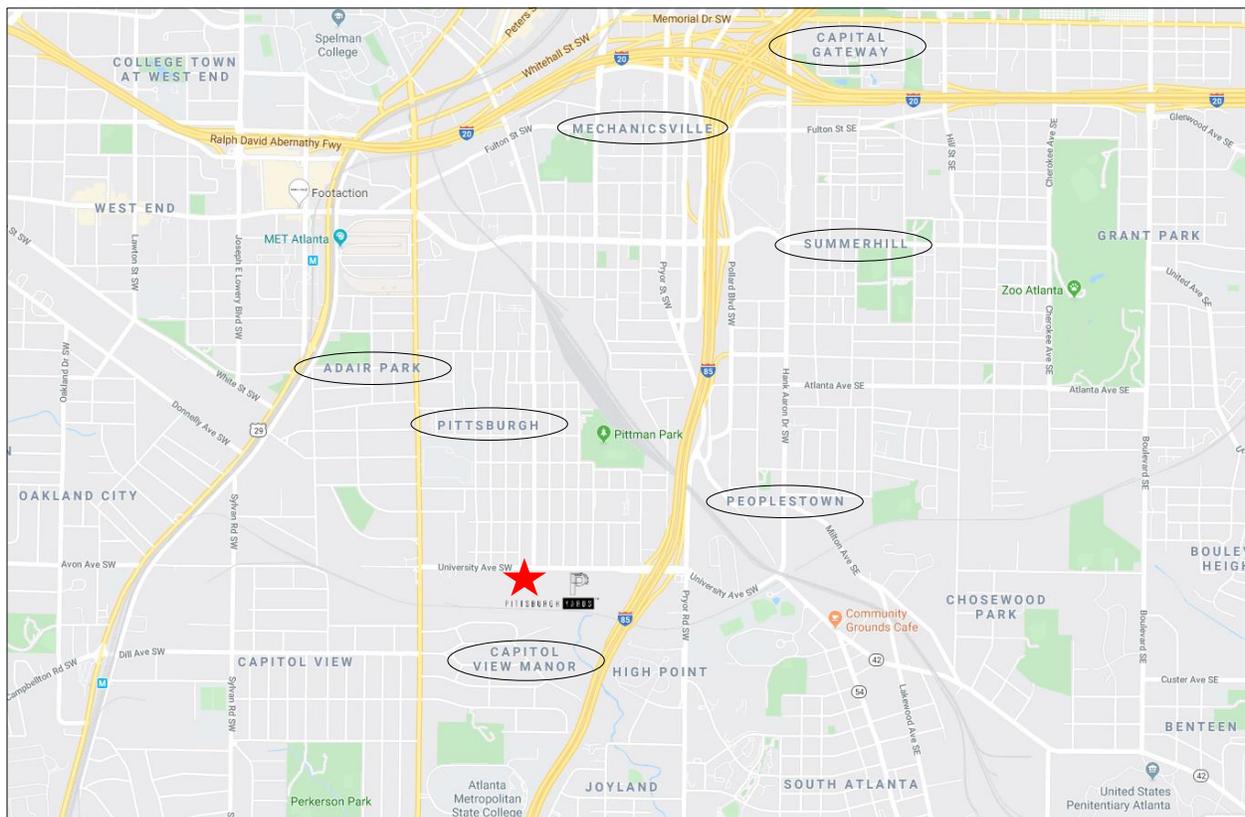
Job creation and local hiring objectives are at the core of the mission of Pittsburgh Yards. Establishing a leasing strategy to attract companies focused on hyperlocal hiring opportunities will be important. A thorough tenant assessment criteria was created and should be incorporated into the leasing strategy. Several workforce partners that provide recruitment, job training, and job retention supports are focused on facilitating hiring for the project. These partners are available to assist companies who locate at Pittsburgh Yards.

The term “local,” based on a tiered structure, is defined below with a map diagram denoting the neighborhoods within the geographical boundary.

Tier 1: NPU-V* neighborhoods

Tier 2: Capitol View Manor neighborhood

*NPU-V neighborhoods = Pittsburgh, Adair Park, Mechanicsville, Capitol Gateway, Peoplestown, and Summerhill. The map below highlights Pittsburgh Yards in proximity to the NPU-V neighborhoods.



Scope of Services

- Become familiar with the vision of Pittsburgh Yards and tenant lease criteria (Exhibit C) to inform a leasing strategy to attract mission-aligned tenants.
- Conduct property tours for prospective ground lease tenants.
- Proactively develop and pursue leads, as well as following up on leads resulting from existing marketing and advertising strategies.
- Handle inquiries related to the pad sites that were directed to the Owner and/or Property Manager.
- Provide bi-weekly written progress reports and conduct bi-weekly meetings on marketing and leasing activity with Owner's point of contact.
- Establish relationships with local and state economic development agencies to form a partnership strategy for a tenant pipeline.
- Design and update marketing brochures or other marketing content as needed.
- Ensure placement of property listing on firm's website and other commercial real estate listing services and platforms.
- Host developer and broker events on site.
- Negotiate and coordinate the execution of lease agreements in conjunction with Owner's counsel.
- Perform all other customary activities and services associated with real estate transactions.

Request for Proposal Submittal Content and Instructions

By submitting a proposal, you represent that you have thoroughly examined and have become familiar with the project and the scope of services outlined in this RFP and that you can perform quality work to achieve the vision of Pittsburgh Yards.

Firm Overview

Provide a description of your firm, including the firm history, the size of the firm and firm location. Provide firm ownership information and organizational chart (if applicable). Please note if the firm is Minority Business Enterprise (MBE) and/or Women Business Enterprise (WBE) certified.

Team Members & Qualifications

Provide a list of specific team members who will be assigned to the brokerage engagement. Include individual experience and resumes. Provide proof of Georgia brokerage and salesperson licenses for appropriate team members. Noting the brokerage firm's license number and agent's license number is sufficient. Good standing with the Georgia Real Estate Commission will be confirmed for the firm and each team member. Additionally, list the specific point of contact appointed for the engagement. Include the name, phone number and e-mail address for the point of contact.

Project Experience

Provide at least three examples of similar real estate assignments in Georgia and with project relevant details such as:

- Examples of land lease assignments of comparable size and location. Additionally, highlighting projects and transactions in the South Atlanta area.
- Examples of land lease assignments specifically targeted to attract light industrial uses such as light manufacturing, processing/packaging of foods or other products, and e-commerce distribution centers.
- Examples in which you worked with developers and/or end users of the site.
- Projects which produced significant new job creation (i.e., 100+ jobs).
- Highlight experience collaborating with economic development agencies in Georgia regarding site selection. For example, agencies such as Georgia Department of Economic Development, Georgia Power’s Community and Economic Development group, development authorities and city and county economic development departments.

Provide references associated with each project example. For references, include a specific point of contact and contact information, to include name, phone number and e-mail address.

Proposed Fees

Provide your proposed commission rate for lease transactions. Additionally, provide any other costs the Owner may anticipate relating to the real estate services within the scope, including marketing costs.

RFP submissions and questions should be sent to Chantell Glenn at cglenn@aecf.org. Please note the following RFP timeline.

RFP Timeline

<u>Task</u>	<u>Date</u>
RFP opens to firms to submit proposals	3/10/22
Interested parties submit questions related to RFP	3/10/22 – 3/16/22
RFP submittals due and RFP closes	3/23/22 by 4:30pm
Interviews for selected respondents	Between 3/28/22 – 4/1/22

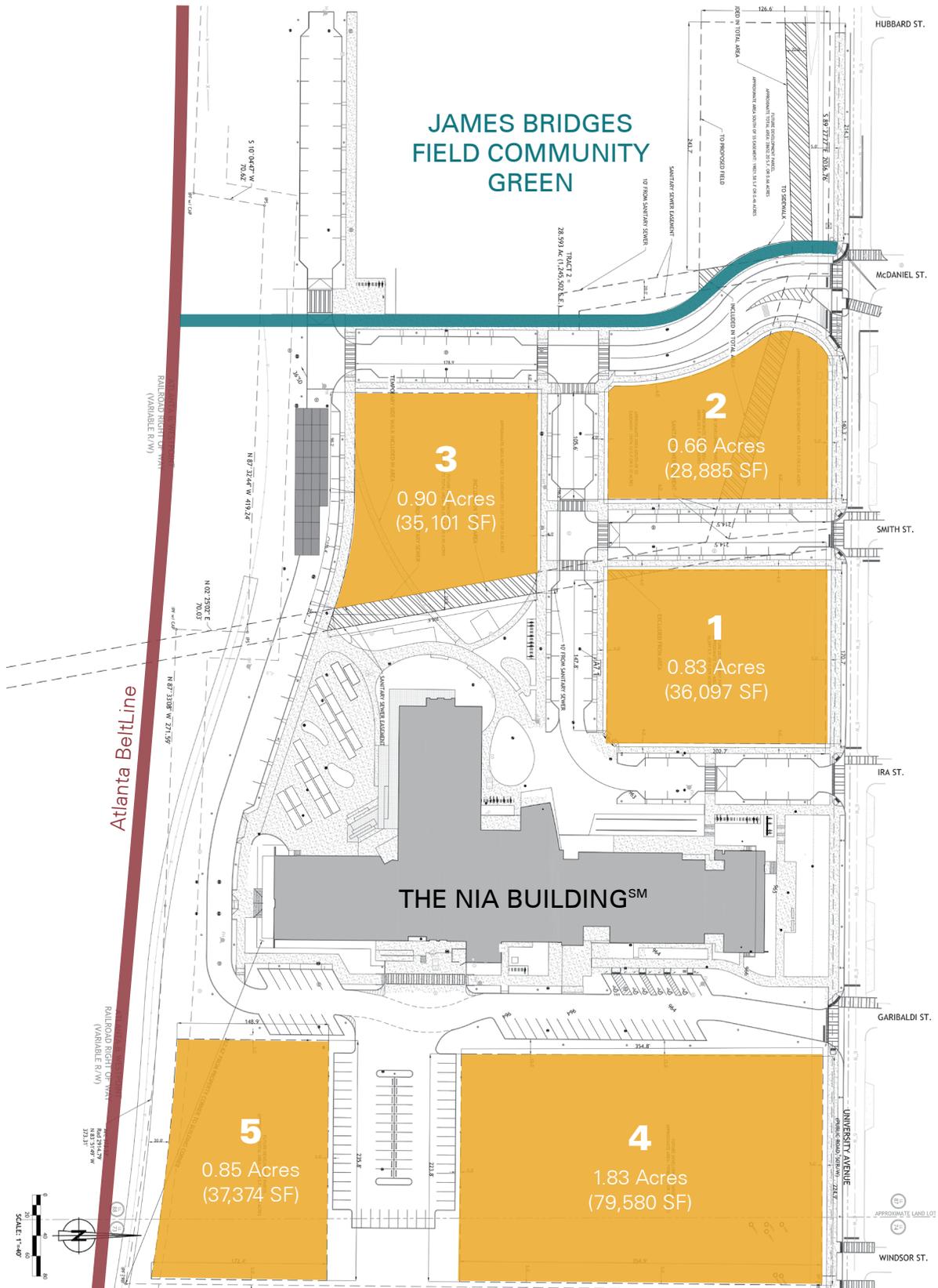
RFP Package Content

Exhibit A – Site Plan

Exhibit B - Aerial Shots

Exhibit C – Tenant Lease Criteria

AVAILABLE DEVELOPMENT PADS



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Criteria for Ground-Lease Tenants at Pittsburgh Yards®

Long-term ground leases of pad-ready sites are available for businesses and other community-focused entities who want to help realize the mission of Pittsburgh Yards® by constructing their own buildings. Pittsburgh Yards is committed to selecting pad site tenants who meet as many of the following criteria as possible to uphold the purpose of Pittsburgh Yards. Criteria are based on priorities communicated by residents through various community engagement processes over the last several years, including the Economic Development Institute, study circles, the Brownfields Charrette, the developer selection process, the formation of developer guidelines and a recent community working group.

We are looking for site partners that will have a positive community impact, as evidenced by:

- a past record of community contributions, such as employee volunteerism and sponsoring community activities;
- meaningful engagement with the community, such as offering tours, providing job shadowing opportunities and sharing information with community groups;
- the provision of goods or services that will positively impact other local businesses/entities and are deemed useful by the community.

We are looking for site partners that will improve economic opportunities for residents, as evidenced by:

- a commitment to partnering with local workforce development organizations;
- a percentage of new jobs (in lieu of relocating employees from other sites) that will potentially be available for local residents;
- a commitment to hiring second-chance employees (people with a criminal record);
- a commitment to hiring local residents as interns or part-time employees while they complete their education;
- a commitment to reporting and sharing data on a continuous basis;
- the provision of professional development opportunities to employees;
- the provision of opportunities that lead to wage progression, career growth and/or transferrable skills;
- a commitment to providing jobs at a living wage and jobs with benefits;
- a commitment to providing jobs that are accessible to those whose highest educational level is a GED, high school diploma or a post-secondary credential; and
- maximizing the use of the land for beneficial job creation while also integrating with the community, as evidenced by reasonable job density – the number of employees per square feet occupied (minimum is 1 per 1,000 sq. ft).

We are looking for site partners that are financially sustainable and competitive, as evidenced by:

- a viable business model, as indicated in a current business plan;
- projected growth within the relevant industry;
- financial readiness to locate at Pittsburgh Yards - percentage of funding raised and plan for additional financing for ground leasing, construction and relocation costs; and
- proof that the company's financials are in good standing.

We are looking for site partners that can help create a unique sense of place at Pittsburgh Yards, as evidenced by:

- the potential to attract other complementary and diverse tenants;
- a balance of opportunity within the overall site (industry mix);
- a willingness to include public art and/or Pittsburgh Yards' color palette in the exterior design; and
- a commitment to environmental sustainability and the use of environmentally sound products and practices.

Prohibited Businesses

The following business categories are prohibited during the first phase of development:

Residential rental property	Race track or gambling facility	Gas stations
Farming	Retail stores whose principal	Adult entertainment
Golf course	business is the sale of alcoholic	establishments
Country club	beverages for consumption off	Gun shops
Massage parlor	premises	Pawn shops
Hot tub facility	Check-cashing businesses	Funeral homes
Suntan facility		Auto-repair shops
		Night clubs