

**Request for Information -
Fat City Development Opportunity**



Release Date: December 14, 2020

Responses Due by 5:00 p.m. Central time on February 22, 2021

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1 Overview

1.1 Scope and Intent

Greater New Orleans, Inc. (GNO, Inc.) – in partnership with Jefferson Parish, the Jefferson Parish Economic Development Commission (JEDCO), and the Metairie Business Development District (MBDD) – is issuing this Request for Information (RFI) to solicit feedback from Respondents regarding innovative development ideas for an area within the Fat City neighborhood located in Metairie, LA. Metairie is an unincorporated area of approximately 150,000 residents within Jefferson Parish (population 435,000). Metairie is the fourth-largest community in the state of Louisiana and the fifth-largest census-designated place in the United States.

Fat City is a neighborhood in the Greater New Orleans region that is ripe for further development. Located within Metairie’s central business district and retail heart of Jefferson Parish, the second-most populated parish in Louisiana, Fat City has seen tremendous growth and stability, with one of the top-performing malls in the country and perhaps the highest-traffic intersection in the state (Veterans Boulevard and N. Causeway Boulevard). Jefferson Parish and its partners have planned for and made significant improvements to the Fat City area but have made no final decisions with respect to the future development of Fat City. They seek input from Respondents to this RFI (“Respondents”) in order to explore a range of viable strategies and options with a goal to make Fat City the true “city center” of Metairie.

The various planning documents that accompany this RFI (available in the virtual data room (VDR), see **Section 2.3**) describe previous work by community stakeholders to develop a vision for the area. However, these documents should not be considered as determinative or limiting; rather GNO, Inc., its partners, and other community stakeholders are soliciting a range of approaches that build on community assets and achieve the desired outcomes.

GNO, Inc. and its partners will examine submitted Respondent ideas and determine how they might benefit Fat City and the community’s stakeholders. GNO, Inc. and its partners may use the responses to this RFI and the ideas contained therein as the basis for further discussions with one or more Respondents and/or a future Request for Proposals (RFP) - likely issued by Jefferson Parish - which specifies a desired development approach and/or project set. Therefore, Respondents to this RFI should have no expectation that their submissions will remain confidential.

1.2 Community and Neighborhood Background

“Fat City” is a 134-acre area in Metairie located adjacent to one of the largest and most prosperous shopping areas in the southeastern United States – Lakeside Shopping Center.¹ Fat City is bordered by West Esplanade Avenue on the north, Severn Avenue on the east, Veterans Boulevard on the south, and Division Street on the West. Edenborn and Hessmer

¹ Lakeside Shopping Center’s primary customer base extends 53 miles. Local shoppers drive an average of 10 miles to visit the property.

Avenues and N. Arnoult Road run north-to-south within the area, and 18th Street runs east-to-west through the center of Fat City.²

A map of the specific area of interest within Fat City for the purposes of this RFI can be found on **Attachment A** and is described in greater detail in **Section 1.2.2**.

Unlike other suburbanized areas of Jefferson Parish, Fat City is dense and walkable. Additionally, it is centrally located within the Metairie Central Business District (CBD) and the Metairie Business Development District (MBDD). Fat City's central location, recent rezoning, pedestrian overlay, master bike plan, infrastructure upgrades, international cuisine, streetscape improvements, mural installation, planned recreational park, and mixed-use development with a public safety component provide a strong foundation for future growth as the city center for Metairie.

1.2.1 History of the Fat City Neighborhood³

The Fat City area was primarily built in the early 1970s as a planned second “French Quarter” for the New Orleans region and included several nightclubs, presumably in anticipation of legalized gambling coming to the area. It initially attracted people looking for entertainment outside of the city of New Orleans. However, underage drinking, litter, and noise also proliferated, driving off some investment. Subsequently, businesses began to empty, the area continued to deteriorate, and some property owners insisted on change. In 1977, Jefferson Parish conducted its first study of the area.

In the intervening years, civic leaders have taken steps to promote development in the Fat City neighborhood that is consistent with community goals and economic development priorities. Dozens of new businesses and restaurants have entered the area, coupled with public investment in green infrastructure, streetscapes, and murals, further detailed in **Section 1.2.3**.

Due to the determined efforts of public officials and private citizens, Fat City is being reinvented and this RFI represents an exciting opportunity to build on these efforts. Recent Fat City milestones include the following:

- In 2008, the Tax Increment Financing (TIF) district was formed to provide increased sales tax revenue to Fat City from the Macy's in the Lakeside Shopping Center.
- In 2009, the Fat City Redevelopment Plan (“Jefferson EDGE 2020”)⁴ was published.
- In 2010, the Parish revised zoning in the area to FC-1 (Pedestrian-Core), FC-2 (Residential Mixed Use), and FC-3 (Commercial Mixed Use).
- In 2011, Jefferson Parish established a “Friends of Fat City” Advisory Board to make ongoing recommendations on the future of Fat City.
- In 2012, the first redevelopment projects were approved under new zoning.
- In 2014, the State legislature and the Parish Council established the MBDD and transformed the “Friends of Fat City” into the MBDD's board of directors.
- In 2016, ten (10) signature murals were completed on buildings throughout the neighborhood.

² See the various maps of the area included in Section 4 “Study Area and Maps” of the document “ULI TAP Fat City Briefing Book – 5.9-10.2019.pdf” included in the VDR.

³ Information taken from <https://www.metairiebdd.com/history-of-fat-city>.

⁴ This and other relevant documents can be accessed in the project's Virtual Data Room. See Section 2.3 for details.

- In 2017, the MBDD acquired land and demolished property at the corner of 18th Street and Hessmer Avenue with a plan to help Jefferson Parish establish a recreational park that would be linked to a new Jefferson Parish Sheriff's Substation.
- Also, in 2017, Jefferson Parish and JEDCO announced the first-ever façade improvement program, awarding more than \$1.2 million for 19 projects.
- In 2018, under the leadership of Jefferson Parish Councilwoman Jennifer Van Vrancken, Jefferson Parish acquired land on Division Street near 18th Street to establish as a new technology-driven library/community space that would link to the planned recreational park.
- In 2019, Councilwoman Van Vrancken engaged the Urban Land Institute (ULI) to convene a team of local experts over two days to discuss Fat City development challenges and opportunities.⁵

1.2.2 Available Properties

Attachment A is a map that identifies (outlined in **bold**) the land that is owned by Jefferson Parish entities. These sites can be incorporated into the development concepts put forward in the RFI responses. The different colors on the map represent different landowners. The “shadows” on the map represent structures on the properties; however, all such structures on Parish-owned land have been or will be removed by the Parish in advance of any development. The sale or lease of Parish-owned property to a private party must be for fair market value, as determined by a recent appraisal. However, the Parish is open to considering all legal financial structures that might facilitate a beneficial project.

The bolded, Parish-owned property along Division Street labeled “Jefferson Parish Library Department” is land bought through the Parish’s library millage and is currently designated as the site on which the envisioned Jefferson Parish tech library would be built.⁶ GNO, Inc. and its partners are open to other potential uses for the property, that may necessitate a library relocation to another area of Fat City; however, any sale of the property acquired with library millage funds will require payback of the fair market value of the property.

The part of the map which is indicated by the dotted line is property that could potentially be part of this Fat City development opportunity. The small area marked by a dotted line that is on Hessmer Avenue is owned by the Jefferson Parish Sheriff and may be added to the properties available for the Fat City development. Those other areas marked by dotted lines are owned by private parties, which are aware of the RFI and Jefferson Parish leaders’ intent to facilitate development of the area consistent with the goals and objectives herein. These private parties have expressed an initial openness to consider the sale of their properties as a part of the Fat City development as Jefferson Parish continues to explore additional land acquisition.

Notwithstanding the above, GNO, Inc. and its partners desire creative, innovative ideas for Fat City. The current ownership information is provided for informational purposes, not to limit or constrain the Respondent’s submission.

1.2.3 Recent Capital Projects

Major capital improvements made to the Fat City area since 2010 include:

⁵ See the documents “ULI TAP Fat City Briefing Book – 5.9-10.2019” and “Fat City ULI Tap Report Jan 15” in the Virtual Data Room.

⁶ See the “Fat City CAPITOL Revitalization Concept.pdf” included in the VDR.

- 2010 - 18th Street (Division to Arnoult) – Full reconstruction of roadway including water, sewer, and drainage improvements, \$4.5 million
- 2014-2016 – Creation of 10 murals by nine nationally and locally prominent street artists, \$150,000
- 2017 – Edenborn (18th St. to W. Esplanade) - Full reconstruction of roadway including water, sewer, and drainage improvements and green infrastructure, \$3 million
- 2018 - Fat City Streetscape (17th St., 18th St., 19th St.) – Decorative sidewalk, decorative lighting, planters, and benches, \$1.5 million
- 2019 – New Sheriff’s District Station two-story mixed-use building with ground floor retail, \$8.8 million
- 2019 – Westbound Veterans Boulevard (Severn Ave. to Cleary Ave.) - Resurfacing, \$3.44 million
- 2020 (in process) – Severn Corridor Improvements (Veterans Blvd. to W. Esplanade Ave.) - Full reconstruction of roadway drainage, sidewalks, lighting, landscape, landmark entry, and bicycle facility improvements, \$13.6 million
- 2020 (in process) - W. Esplanade Ave. (Eastbound lanes, i.e. south side of drainage canal, from Clearview to Causeway) - Concrete panel replacements and roadway resurfacing, \$3.74 million
- 2020 (in process) – 18th Street (Division to N. Arnoult) – Decorative lighting, \$195,000
- 2022 (planned) - Westbound Veterans Boulevard (Bonnabel Blvd. to Severn Ave.) - Resurfacing, \$1.7 million

1.2.4 Businesses and Other Properties

Currently, the Fat City area is home to a diverse range of businesses employing just under 3,500 individuals. As of October 2018, major types of businesses and number of employees included the following:⁷

Business Type (by NAICS codes)	Number of Organizations	Employees
Accommodation and Food Services	25	413
Administrative, Support, and Waste Management	11	235
Construction	12	302
Finance and Insurance	23	167
Healthcare and Social Assistance	23	234
Other Services	22	122
Professional, Scientific, and Tech Services	42	347
Public Administration	3	133
Real Estate Rental and Leasing	37	355
Retail Trade	53	880
Wholesale Trade	8	79

⁷ See p. 131 of the document “ULI TAP Fat City Briefing Book – 5.9-10.2019.pdf” included in the VDR.

1.2.5 Residential

The total estimated population living in the Fat City area is approximately 3,415 individuals. There are approximately 124 owner-occupied units and 1,437 rental units. About 89% of the housing stock was built between 1960 and 1999.⁸ The residential make-up of the area is currently low-to-moderate income (LMI), making the area eligible for many additional grants.

1.2.6 Zoning

The purpose of the Fat City zoning districts is to promote a mixed-use neighborhood with residential uses and walkable amenities that attract adults and families. Since it was rezoned in 2010, Fat City includes three districts: FC-1 Pedestrian-Core; FC-2 Residential Mixed Use; and, FC-3 Commercial Mixed Use.⁹ However, Jefferson Parish is open to considering further changes to the zoning and/or a consolidated mixed-use zoning to accommodate development plans that are consistent with its goals. In their responses to this RFI, Respondents should identify any changes to zoning necessitated by their proposed plans.

1.2.7 Parking

The Fat City area lacks sufficient parking.

Information on current parking regulations for the Fat City neighborhood can be found in the Virtual Data Room (VDR) in the document “Fat City Parking Regulations.pdf”. Jefferson Parish leaders will be considering changes to parking regulations as a part of an ongoing green infrastructure study. Jefferson Parish is also interested in the use of automation in parking management going forward.

In their submissions, Respondents should identify strategies that will ensure sufficient parking to support their proposed ideas.

1.2.8 Proximity to Interstates

Fat City is proximate to major roadways. I-10, Veterans Blvd. and Causeway Blvd. are all less than 1 mile away. Airline Highway is 2.5 miles away. Documents with traffic counts for the area can be found in the VDR.

1.2.9 Utilities

Fat City utilities providers are as follows:

- Electricity – Entergy Louisiana
- Natural gas – Atmos Energy
- Water and Sewer - Jefferson Parish
- Telecommunications and internet providers - Cox, AT&T, Verizon, Uniti

1.2.10 Existing Fat City Development Concepts

Jefferson Parish initially developed the “Fat City CAPITOL” concept to guide the development of the area. “CAPITOL” stands for **C**enter for **A**dvancement, **P**rosperity, **I**nnovation, **T**echnology, **O**pportunity, and **L**earning, indicating the various aims of the project. More recently, area stakeholders streamlined the CAPITOL project into the “EAT Fat City Center” development concept, with “EAT” as an acronym for **E**ntrepreneurship, **A**rt, & **T**echnology. The intent is to position the area to address these three fields along with the food/beverage/dining industry,

⁸ See p. 120 of the document “ULI TAP Fat City Briefing Book – 5.9-10.2019.pdf” included in the VDR.

⁹ See p. 53 of the document “ULI TAP Fat City Briefing Book – 5.9-10.2019.pdf” included in the VDR.

capitalizing on the neighborhood's unique name and natural synergy with the area's high diversity, international draw with tax-free shopping at Lakeside Shopping Center, and an extensive selection of authentic international cuisine.

In past development-related discussions, stakeholders have envisioned as the anchor for the Fat City development a building that interacts with a recreational park and includes a Fat City tech library, a technology engagement lab, a tinkers' workshop, meeting spaces and community gathering rooms, business incubator spaces, hot-desk and co-working spaces, government and business satellite offices, a workforce connection office, and a public parking deck.¹⁰ However, while this facility reflects the existing thinking of the stakeholders, it is conceptual only and should not be viewed as essential to the development.

1.2.11 Funding Streams and Incentives

GNO, Inc. and its partners are open to creative ideas regarding sources of funding sufficient to support the Respondent's ideas and the partners' goals for Fat City. This includes the use of TIF districts capturing sales tax¹¹ or ad valorem growth¹² and making use of a range of government programs for project financing and business incentives. There are a variety of statutory incentives that could be considered as well as discretionary incentives or funds, subject to Council approval. Additionally, JEDCO also has in-house financing for commercial property development for resident businesses.

1.2.11.1.1 Jefferson Parish Funding and incentives

As of today, in addition to the land acquired or to-be-acquired by Jefferson Parish (see **Attachment A**), the Parish has Library Millage funds (which must be spent on Library-related expenditures) allocated to the EAT Fat City Center that total more than \$5 million. These Library funds may be reallocated as necessary but need to be expended on library-related activities (e.g. meeting rooms, hot-desk spaces, co-working spaces, presentation rooms, technology areas, 3D printing, parking, furniture, fixtures, equipment).

Beyond these funds and any further land acquisitions, District 5 Improvement Funds are also targeted for the project totaling almost \$800,000. These funds must be spent in specific ways, (e.g., capital expenditures for recreational purposes, senior centers, public works, etc.) within the Fat City neighborhood. These funds may be reallocated as necessary across specific purposes.

The Parish is open to additional land acquisitions but can only acquire land at its appraised value.

1.2.11.1.2 Federal Programs

Fat City is located within a Federal Opportunity Zone, with the substantial tax advantages that such designation entails. Other programs like the Federal New Markets Tax Credits and the Better Utilizing Investments to Leverage Development, or "BUILD" Transportation Discretionary Grant program may be applicable to qualified development within Fat City.¹³

1.2.11.1.3 JEDCO Programs

JEDCO administers small business financing for resident businesses including:

¹⁰ See p. 4 of the document "Fat City CAPITOL Revitalization Concept.pdf" included in the VDR.

¹¹ <https://legis.la.gov/Legis/Law.aspx?d=91643>

¹² <https://legis.la.gov/Legis/Law.aspx?p=y&d=91642>

¹³ <https://www.transportation.gov/BUILDgrants/about>

- Small Business Administration (SBA) 504 Loan Program
- JEDCO Growth Fund (JED[Grow])

For a summary of these programs, see the document “Overview-of-JEDCO-Loan-Programs_Nov2020.pdf” available in the VDR.

1.2.11.1.4 Business Incentives

The State of Louisiana offers business incentives¹⁴ (some of which are discretionary) that could be of value to businesses located in Fat City as a part of any resulting development. These include:

- Enterprise Zone
- Quality Jobs Rebate
- Restoration Tax Abatement Program
- Corporate Headquarters Relocation Tax Rebate
- Research and Development Tax Credit
- Entertainment Job Creation Program
- Live Performance Production Program
- Sound Recording Program
- Music Job Creation Program
- Digital Interactive Media and Software Program

For a summary of these programs, visit <https://www.jedco.org/category/business-tax-incentives/>

1.2.11.1.5 Beautification and Cultural Product Districts

Pursuant to Louisiana law, Jefferson Parish has the power to establish a beautification district complete with special taxing power.¹⁵ Louisiana statute also allows for the designation of a “cultural product district” which allows for tax exemption for “original, one-of-a-kind works of art from an established location within the boundaries of a cultural product district.”¹⁶

Jefferson Parish leaders are open to considering the establishment of both/either type(s) of district(s) to facilitate appropriate development of the Fat City neighborhood along with the potential creation of other types of districts (e.g., entrepreneurial district, technology district, dining district, etc.), especially those that have a proven track-record of success elsewhere around the country.

1.3 Priorities

Through this RFI process, GNO, Inc. and its partners seek to receive and review Respondent ideas that enhance the prosperity and quality of life in Fat City while advancing the vision for the area as the city center for Metairie. Specific priorities for the area include:

- Recreational Park – The dense, concrete urbanism of Fat City would be greatly improved with the establishment of a new recreational park (at ground-level or raised) that allows

¹⁴ <https://www.opportunitylouisiana.com/>

¹⁵ <https://legis.la.gov/Legis/Law.aspx?d=1017745>

¹⁶ <https://legis.la.gov/Legis/Law.aspx?d=453090>

for spontaneous community gatherings, planned events, and curated programming. A park within Fat City will also improve the lives of neighborhood workers and residents while helping revitalize the area's outdated multi-family housing stock.

- Library Space – Nearby schools, neighborhood businesses, and visiting workers would benefit from a library space with a technology focus that assists in furthering a new generation of innovation, art, and entrepreneurship.
- Event Spaces and Community Gathering Spots – Fat City, the Metairie CBD, and all of Metairie beyond, has limited meeting/presentation/event spaces for business, government, non-profits, civic, and community groups. GNO, Inc. and its partners welcome Respondent ideas that increase the availability of community gathering spots.
- Public Parking – There currently is a shortage of parking in the Fat City neighborhood and additional development could exacerbate that shortage. GNO, Inc. and its partners welcome Respondent ideas on parking facilities and management strategies, both adjacent to the development site and in the broader Fat City area. GNO, Inc. and its partners seek to enhance parking availability and accessibility for both residents and visitors. Other priorities include enhancing the management of curb space in a way that reduces cruising for parking, increases turnover, and balances the needs of both local retailers and residents. GNO, Inc. and its partners seek to optimize the integrated use of public and private parking assets whether they are on-street, surface lots, or garage parking.

Every RFI response should address each of these specific priorities. Respondents are further encouraged to consider and reference – where appropriate – how their ideas may facilitate/advance these specific priorities along with other neighborhood interests (e.g., improved housing, improved entertainment, assorted food/beverage/dining experiences, etc.) in both the designated development area as well as the broader Fat City area.

1.4 Development Opportunity

GNO, Inc. and its partners are seeking interest and qualifications from experienced development teams and other interested parties to work in partnership with Jefferson Parish and others to design and construct an appropriate Fat City project (i.e., the EAT Fat City Center), and to then operate the site's developed facility or facilities in conjunction with any overlapping government interests. GNO, Inc. desires Respondent teams that possess the vision, resources, and experience to partner and produce a feasible project, both physically and financially, that will leverage private investment to improve public use and enjoyment of this prime setting.

GNO, Inc. and its partners are open to commercial, civic, or mixed-use proposals for this site, provided that the response demonstrates the project's ability to meet the priorities for Fat City (see **Section 1.3**).

Appropriate uses for the site could include:

- Innovative housing (e.g. for entrepreneurs, artists, or a post-COVID-19 workforce), as a component of a mixed-use development that provides significant site activation
- Parking, as a component of a mixed-use development that provides significant site activation
- A coffee shop or other meeting space targeted toward entrepreneurs and investors through curated business programming
- A co-working/hot-desk location

- Commercial, business, or retail spaces, especially business incubator spaces
- Destination food/beverage/dining experiences
- Civic uses (e.g. a public library, event space, recreational park, cultural center, business development office, community garden, dog park, etc.)

The specifics of any resulting development partnership will likely be structured and negotiated through a subsequent Request for Proposals (RFP) process. However, it is anticipated that a partnership will ultimately include the following elements:

- The development partner(s) will work with Jefferson Parish and partners to complete a site plan for the area and construction documents that achieve the desired goals;
- Jefferson Parish and/or other partners will provide any agreed-to funding to support a portion of project;
- Jefferson Parish will take a lead role in the planning, design, and construction of any additional public improvements to facilitate the project;
- The development partner will either purchase or enter into a long-term lease of the portion of this site containing the developed facilities and ancillary improvements; and
- The development partner will provide project funding including funding for construction of all facilities and ancillary improvements.

1.5 Reserved Rights and Options

GNO, Inc. reserves and holds, at its sole discretion, the right to:

- Terminate consideration or evaluation of any or all RFI responses at any time, for any reason;
- Suspend, discontinue and/or terminate the RFI process for any reason;
- Request and/or receive additional information regarding any response;
- Conduct research with respect to the qualifications and experience of each Respondent;
- Evaluate alternative operational and financial models; and
- Take any other action affecting the RFI process that is in the best interests of GNO, Inc. its partners, and the Fat City neighborhood.

Interested Respondents acknowledge that they may not recover any costs that they may incur in preparing a response and that they are without recourse as against GNO, Inc. its officials, directors, employees, advisors, partners, or representatives in responding to this RFI.

1.6 Accuracy of the RFI and Related Documents

GNO, Inc. assumes no responsibility for the completeness, or the accuracy of specific technical and background information presented in this RFI or otherwise distributed or made available during this RFI process.

No person has been authorized by GNO, Inc. to give any information other than the information contained in this RFI. If given, such other information should not be relied upon as having been authorized by GNO, Inc.

2 RFI Process

2.1 Respondent Registration

Upon receipt of this RFI, all parties considering submission of a response and that wish to be included in all interim communications concerning this RFI process (such as amendments to the RFI and/or responses to questions) must become registered Respondents by submitting the name, title, company, address, phone number, and e-mail address of a single point of contact for the Respondent to Mike Brink of Faegre Drinker Consulting (Mike.Brink@FaegreDrinker.com). Registration is also required in order to gain access to the Virtual Data Room (see **Section 2.3**).

2.2 Inquiries and Communication Restrictions

GNO, Inc. and its partners understand that Respondents may have questions regarding the RFI and this process. All questions must be in written form and received via e-mail before 5:00 p.m. Central time on or before **January 20, 2021** by Mike Brink of Faegre Drinker Consulting (Mike.Brink@FaegreDrinker.com).

All e-mailed questions should contain the phrase “GNO, Inc. Fat City Development RFI” in the subject line. All questions received and corresponding answers will be distributed to all registered Respondents prior to the deadline for submitting responses. Questions and answers shall become part of the RFI process.

Neither Respondents nor their representatives should communicate about this RFI or the RFI process with GNO, Inc., its partners or their respective officials or employees, unless contacted by GNO, Inc. or its advisors to discuss a matter.

2.3 Virtual Data Room (VDR)

Faegre Drinker Consulting has established a SharePoint site to serve as a repository for key documents related to this RFI. There are approximately 25 documents in the VDR. Those firms registering as potential Respondents will be granted access to the VDR. Documents may be added to the VDR during this process and Respondents should periodically check for updates.

Contents of the VDR include the following:

#	Document
1	ULI TAP Fat City Briefing Book – 5.9-10.2019
2	ULI TAP Fat City CAPITOL Concept PowerPoint
3	“Design Metairie” Central Business District Area Profile Final
4	“Design Metairie” Central Metairie Area Profile Final
5	“Design Metairie” Fat City Area Profile Final
6	“Design Metairie” Metairie East Area Profile Final
7	“Design Metairie” Metairie Lakefront East Area Profile Final
8	“Design Metairie” Metairie Lakefront West Area Profile Final
9	“Design Metairie” Old Metairie Area Profile Final
10	“Design Metairie” Revitalization Strategy_Final (1)
11	“Design Metairie” Revitalization Strategy_Final Exec_Sum

12	“Design Metairie” South Metairie Area Profile Final
13	EnvisionJefferson2040
14	Fat City Final Traffic Report – Mar 2019
15	Fat City Landowners Map
16	Fat City Parking Regulations
17	Fat City Phase 2 Final Report Jan 2020
18	Fat City Redevelopment 2009
19	Fat City CAPITOL Revitalization Concept
20	Fat City Traffic Images
21	Fat City ULI Tap Report Jan 15
22	Fat City Zoning Districts Information
23	Hessmer and 18 th Street Intersection Demographic and Income and Site Map
24	JEDCO-EDGE-2020-Report-090215
25	Overview-of-JEDCO-Loan-Programs_Nov2020
26	State of Jefferson Parish – Nov. 2020 - Compressed

Additional on-line resources that may be of value include:

- Jefferson Parish Geoportal: <http://geoportal.jeffparish.net/public>
- Municode: https://library.municode.com/la/jefferson_parish/codes/code_of_ordinances

2.4 Other Discussions

GNO, Inc. may have discussions with individual Respondents following their submission to ensure full understanding of their responses to the RFI.

2.5 Schedule

The tentative schedule for the major activities included in the overall RFI process is shown below. The Respondents should anticipate that these dates may be amended from time to time as needed.

Milestone	Date
RFI Release	December 14, 2020
Questions Due	January 20, 2021
Questions and Answers Distributed	TBD
Responses Due	February 22, 2021

2.6 Submitting Responses

Responses to the RFI should be in PDF format and received by 5:00 p.m. Central time on **February 22, 2021** by Mike Brink of Faegre Drinker Consulting (Mike.Brink@FaegreDrinker.com).

Late submissions will not be accepted.

2.7 Confidential Information

All responses and related materials are the property of GNO, Inc. and will not be returned. At the end of the overall procurement process, GNO, Inc. may dispose of all materials received from Respondents in whatever manner it deems appropriate. In no event will GNO, Inc. assume liability for any loss, damage, or injury that may result from any disclosure or use of proprietary information.

By submitting a response, each Respondent acknowledges and agrees that any ideas, intellectual property, improvements or other suggestions submitted by any Respondent will not be confidential nor subject to any restrictions on use by GNO, Inc. or any other Respondent.

2.8 Review Committee

GNO, Inc. and its partners may establish a Review Committee to evaluate the responses. GNO, Inc. will then determine the appropriate next steps, if any, for the process.

3 Response Format Requirements

The subsections that follow provide an overview of the response format. Respondents are encouraged to be concise and to respond directly to the questions included in this RFI.

Responses should not exceed fifteen (15) pages in length. Tabs used to separate sections will not count against the page limit, nor will the cover page and table of contents. Pages should be numbered consecutively from 1 through 15. Responses should be in PDF format.

Responses should be in an 8 ½" x 11" format with standard text no smaller than 11 point. The margins on each page should not be less than 1 inch and the line spacing should not be less than 1.1, excluding charts and graphics. Pre-produced collateral need not be reformatted.

Drawings or renderings may be submitted as attachments to the RFI response and are not subject to the page limit or format constraints.

3.1 Letter of Transmittal

The letter of transmittal should include the Respondent's name and contact person for the Respondent's response (with name, address, telephone number, and e-mail address).

3.2 Table of Contents

Indicate significant elements of the response by subject and page number. If the response contains attachments, include a listing of those items included.

3.3 Executive Summary

Provide an executive summary of the response.

3.4 Respondent Team and Qualifications

Identify the entities that comprise the Respondent's team and describe their respective roles and responsibilities. Describe the Respondent's general and most relevant qualifications.

3.5 Case Studies

Provide **at least two (2) and no more than four (4) case studies** specifically describing the Respondent's work on comparable neighborhood redevelopment projects. In each case, provide data and information that is relevant to goals and priorities outlined in this RFI. The objective of the case studies is to illustrate the Respondent team's relevant qualifications. Case studies based in the United States are preferred, but not required. For each case study, please also provide:

- Name and title of primary client contact for the project described in the case study
- Mailing address
- Phone number
- E-Mail address
- High-level project description
- Date of project initiation and completion

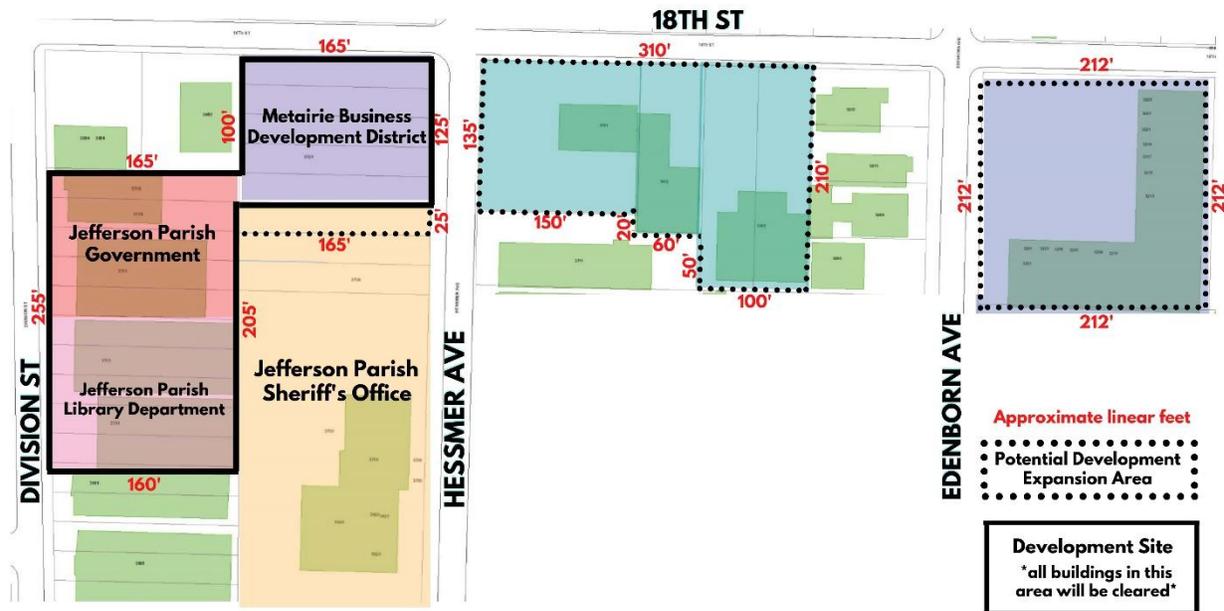
3.6 Specific Questions for Response

Provide a short response to each of the following requests:

1. Provide a detailed overview of the proposed development – identifying and describing key elements - and explain how it would benefit the Fat City neighborhood.
2. Describe how the proposed development fits with the area's emphasis on entrepreneurship, art, technology, and the food/beverage/dining industry.
3. Identify the potential impact of the proposed development in light of the priorities listed in **Section 1.3** of this RFI.
4. Provide a high-level description of the envisioned financing approach for the project.
5. Identify the proposed roles of GNO, Inc., Jefferson Parish, JEDCO, MBDD, and any other public and non-profit organizations necessary to the proposed development, if any.
6. Identify any known barriers to the proposed development and propose solutions to address such barriers (e.g., zoning changes, cultural products district designation, beautification district designation).
7. The Respondent should briefly describe its preferred process for gathering the information necessary (e.g., particular data needs or interviews) to develop a formal Proposal in response to a future RFP, if any.

8. Provide anything else that GNO, Inc. and its partners should understand about the proposed development or that is relevant to developing an RFP resulting from this RFI process.

4 Attachment A – RFI Area of Interest



Attachment A is a map that identifies (outlined in **bold**) the land that is owned by Jefferson Parish entities. These sites can be incorporated into the development concepts put forward in the RFI responses. The different colors on the map represent different landowners. The “shadows” on the map represent structures on the properties; however, all such structures on Parish-owned land have been or will be removed by the Parish in advance of any development. The sale or lease of Parish-owned property to a private party must be for fair market value, as determined by a recent appraisal. However, the Parish is open to considering all legal financial structures that might facilitate a beneficial project.

The bolded, Parish-owned property along Division Street labeled “Jefferson Parish Library Department” is land bought through the Parish’s library millage and is currently designated as the site on which the envisioned Jefferson Parish tech library would be built.¹⁷ GNO, Inc. and its partners are open to other potential uses for the property, but a use that does not include a public library component will require payback of the fair market value of the property.

The part of the map which is indicated by the dotted line is property that could potentially be part of this Fat City development opportunity. The small area marked by a dotted line that is on Hessmer Avenue is owned by the Jefferson Parish Sheriff and may be added to the properties available for the Fat City development. Those other areas marked by dotted lines are owned by

¹⁷ See the “Fat City CAPITOL Concept Powerpoint.pdf” included in the VDR.

private parties, which are aware of the RFI and Jefferson Parish leaders' intent to facilitate development of the area consistent with the goals and objectives herein. These private parties have expressed an initial openness to consider the sale of their properties as a part of the Fat City development.

Notwithstanding the above, GNO, Inc. and its partners desire creative, innovative ideas for Fat City. The current ownership information is provided for informational purposes, not to limit or constrain the Respondent's submission.