



City-Owned Properties in Union Plaza Disposition Strategy

December 5, 2023

Council Motion

On October 10, 2023, City Council unanimously directed the Interim City Manager to begin **soliciting and entertaining letters of interest** from interested buyers for the purchase of the properties located in the Union Plaza area of Downtown El Paso which were identified in Executive Session.



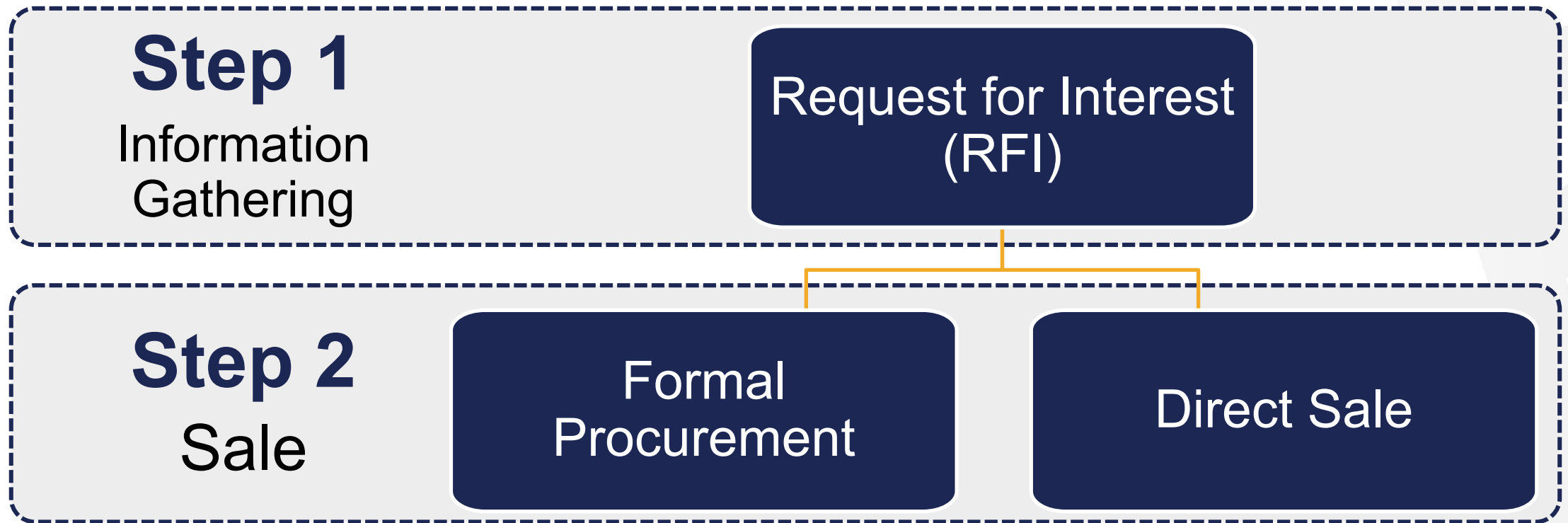
Location Map

Properties in purple are privately owned

Only the 19 City-owned properties in green will be included in land sale(s)

Two Step Process:

RFI to Procurement or Direct Sale



Request for Interest

Data Gathering

Purpose	Benefit	Process	Limits for Use	Using the Info
<ul style="list-style-type: none">• A way for the City to gather real-time insights from industry experts and community stakeholders	<ul style="list-style-type: none">• Helps the City understand what's possible (industry standards, best practices, costs and innovative ideas)	<ul style="list-style-type: none">• Request is posted online, advertised and shared with industry experts and organizations, and community stakeholders	<ul style="list-style-type: none">• Not an award; industry experts and community stakeholders choose if they want to share insights	<ul style="list-style-type: none">• Insights gathered can be used to inform specifications for an RFP or a contract of sale(s)

Benchmarking

Tulsa, OK

Evans-Fintube

- 9-acres of municipally-owned property
- Goal to redevelop property into a destination, mixed-use project that represents community desires and needs with the goal of creating community wealth-building opportunities



Benchmarking San Francisco, CA

Downtown Adaptive Reuse

- Targets projects that would convert underutilized commercial space into housing and other new uses
- Identify projects where the City could help accelerate or enhance building conversions through regulatory modifications, financial incentives, or other means



Benchmarking

Phoenix, AZ

Warehouse District

- Targeted development area as part of the City's Adaptive Reuse Program
- Aims to revitalize existing buildings to preserve history, contribute to economic vitality by promoting small business, and create more vibrant neighborhoods



Project Goals

Vision

“The district should be viewed as an asset to the community, a place where children can play and learn, friends can share a meal, local businesses can incubate, and out-of-towners can marvel at El Paso.”

- Breathe new life into downtown
- Understand the history of the area and reflect that story
- Draw people from all different walks of life
- Prioritize community wellbeing and connection
- Provide pedestrian and bicycle access along with green spaces
- Support local businesses, family events, and day-to-night activity

Project Goals

Adaptive Reuse

- Preserve historic building facades and unique interior spaces
- Enhance the public realm
- Generate new housing units, including affordable units
- Activate ground floor spaces with neighborhood-serving retail, entertainment, or cultural uses
- Attract new sectors that diversify the downtown economy such as education, art, research, and technology

RFI Process

Information Requested

- Project location
- Describe the relevant experience of the project sponsor or team
- Provide a narrative that explains the project concept
 - Vision
 - Development program
- Estimated project schedule
- Feasibility and financial information

RFI Process

Reference Documents

For context, relevant excerpts of the following documents will be shared as part of the RFI:

- Uptown & Downtown & Surrounding Neighborhoods Plan
- Union Plaza Design Standards (as revised)
- Union Plaza Property Conditions Assessment
- Genssler Multipurpose Center Feasibility and Programming Study

RFI Process

Advertisement

- Dedicated landing page to collect submittals
- Leverage network to generate interest and increase information
 - Real estate brokers
 - Neighborhood and community stakeholders
 - Development-oriented media (i.e. online magazines and listservs)

RFI Process

End Goal

Recommend next step in disposition of properties:

- Procurement; or
- Direct Sale(s)

Next Steps

December 5th

- Public Presentation

January 2024

- Release of RFI
- Pre-Submittal Admin

February-March 2024

- Submission of Responses

Spring 2024

- Review of responses
- Recommendation to Council

MISSION



Deliver exceptional services to support a high quality of life and place for our community.

VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



VALUES

Integrity, **R**espect, **E**xcellence,
Accountability, **P**eople