



DEPARTMENT OF
**HOUSING AND
COMMUNITY
DEVELOPMENT**

DEVELOPMENT PRIORITY SITE:

212 N. 18th Street

REQUEST FOR PROPOSAL

KEY DATES:

Issuance Date: 11/05/25

Pre-submission Site Tour: 11/14/2025 - 11:00am

Q&A Session Virtual: 12/04/25 - Time TBD

Submission Due: 02/24/26, 3:00pm

1500 East Main Street
Suite 300
Richmond, VA 23219

<https://www.rva.gov/housing-and-community-development>

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CONFLICT OF INTEREST

No employee, officer, or agent of the City shall participate in the selection or award process if a conflict of interest exists. A conflict may arise when a financial or other interest is held by:

- An employee, officer, or agent involved in contract award;
- A relative of such an individual;
- A business associate or employer of any of the above individuals.

CITY'S RESERVATION OF RIGHTS

The City of Richmond reserves the right to:

- Reject any or all proposals received, including those deemed non-responsive, and notify such firms in writing.
- Withdraw or cancel this RFP at any time, for any reason.
- Waive any informalities or irregularities in the RFP process.
- Negotiate with any proposer in a manner deemed to be in the City's best interest.
- Reject any proposal that contains material misrepresentations or fails to demonstrate sufficient financial capacity or relevant, successful development experience.
- Decline to award a contract pursuant to this RFP.
- Retain all submitted proposals without permitting withdrawal for a period of 60 days from the submission deadline, unless approved in writing by the Director of the City's Department of Housing and Community Development ("Director").
- The City reserves the right to rescind any award made under this RFP prior to execution of a final contract or to terminate any executed contract, in whole or in part, for convenience or cause.

This RFP does not create a contractual obligation. No legal relationship shall exist unless and until a written contract is executed by both parties. The proposer is responsible for all costs incurred in preparing a proposal, participating in interviews, conducting studies, conducting negotiations and all other related activities. The City will under no circumstances be liable for such costs.

SCHEDULE

Dates are approximate and may be subject to change.

Date	Instruction
Application Fee	
Due Date	February 24, 2026, 3:00 p.m. EST • All proposals must be received and time stamped by HCD by the due date. Proposals received after the due date <u>will not</u> be accepted. • Proposals may be modified or withdrawn in writing before the due date.
# Copies	• One (1) original signature copy (marked "ORIGINAL") • Six (6) standard copies Housing and Community Development 1500 East Main Street Suite 300 Richmond, VA 23219 • One (1) digital copy, via email, HCD.Development@rva.gov

RFP OBJECTIVE

The City of Richmond, Virginia (“the City”) seeks a developer with demonstrated experience in delivering mixed-finance, mixed-income multifamily and mixed-use developments. Proposals must demonstrate the ability to leverage blended capital structures, deliver high-quality, sustainable design, and ensure long-term community value through the creation of affordable housing. Proposals must include at least 20% of all residential units as affordable housing, spanning 0–80% AMI.

LOCATION

The City

Richmond, Virginia—founded in 1737—is a fast-growing mid-sized city with deep historical roots and a strong foundation for investment. As the capital of the Commonwealth of Virginia, Richmond benefits from proximity to state government, an established infrastructure investment pipeline, and close coordination with key regulatory and planning agencies—creating an environment that supports coordinated development and long-term investment strategies.

The city’s historic and emerging neighborhoods—including Monroe Ward, Jackson Ward, Shockoe Bottom, Church Hill, Manchester, and Scott’s Addition—are experiencing significant reinvestment. These areas reflect Richmond’s commitment to smart growth, adaptive reuse, and place-based economic development, with increasing demand for mixed-use, multifamily, and commercial infill projects. Additional growth nodes such as Carver, Brookland Park, and the Diamond District are also seeing increased investment interest, adding to the city’s momentum across a variety of urban submarkets.

Richmond is nationally recognized for its business climate, affordability, and quality of life. Recent rankings include:

- Top U.S. Cities for Business Projects Per Capita – Site Selection Magazine (2023)
- Top 5 Cities for Corporate Headquarters – Resonance Consultancy
- Top 10 “Next Tech Towns” – CompTIA
- Top 5 for Remote Work – Forbes
- #9 Hottest Housing Market – Zillow (2025 forecast)
- Top 5 Market to Watch – Realtor.com (2025)

With a growing population of over 230,000 residents (U.S. Census, 2023), Richmond continues to attract both talent and investment. The city offers seamless access via Interstates 95 and 64, regional rail through

Main Street Station (Amtrak), and direct flights from Richmond International Airport (RIC) just 7 miles from downtown.

Through the Richmond 300 master plan, the City is actively expanding housing options—including a publicly stated commitment to develop 1,000 new affordable housing units by 2026 and to advance zoning policies that support compact, walkable, mixed-use development in key growth areas.

Richmond’s central location provides strategic proximity to regional markets:

- Washington, D.C. – 100 miles
- Norfolk/Virginia Beach – 90 miles
- Charlottesville – 70 miles

The Neighborhood

The site is located in Shockoe Bottom, one of Richmond’s oldest and most architecturally significant neighborhoods—now experiencing rapid reinvestment. The area has seen strong commercial and residential growth, fueled by its walkability, connectivity, and historic character.

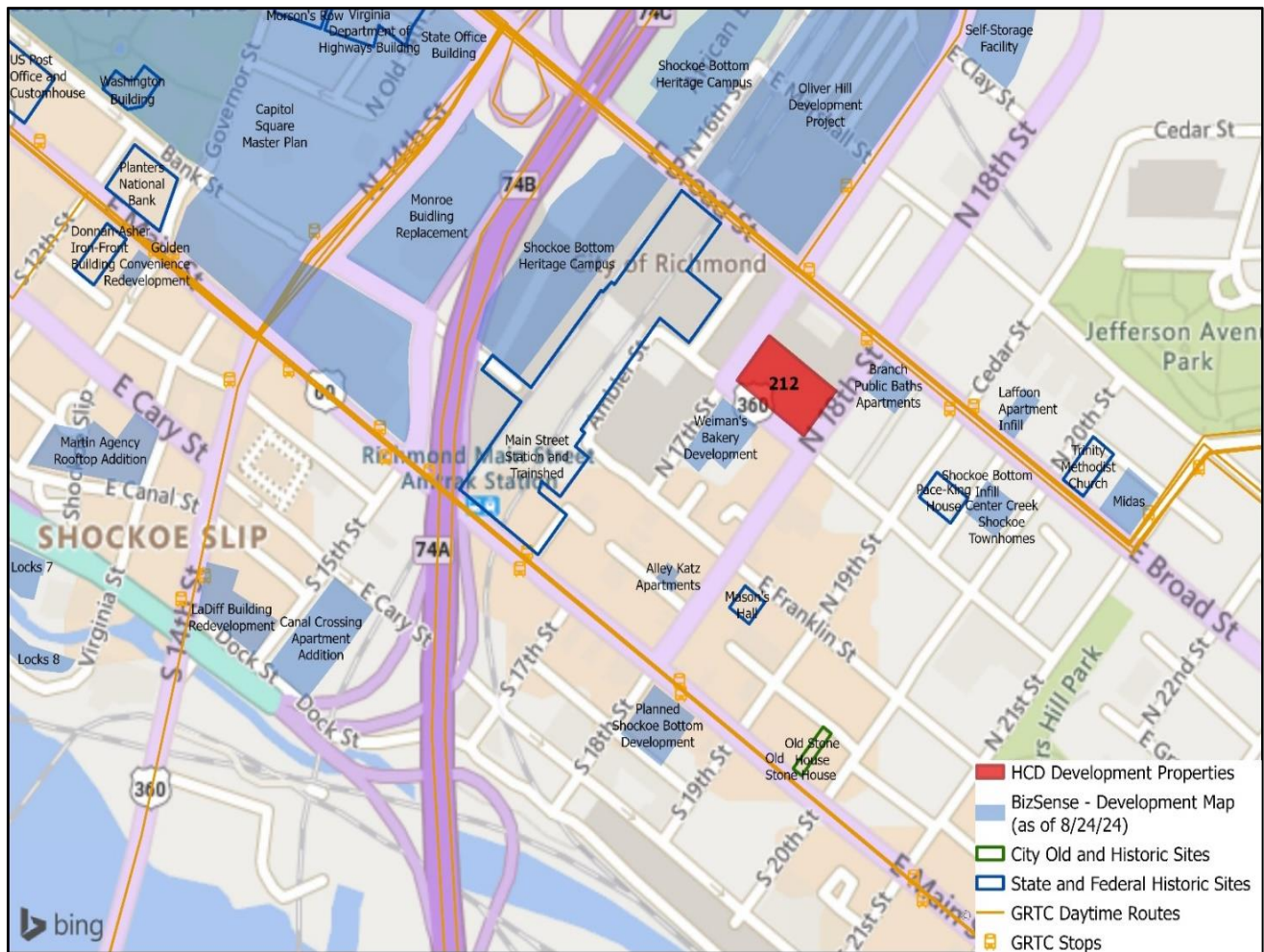
Immediately across the street at 1715 E. Grace Street is a newly completed 212-unit mixed-use development known as The Bakery, signaling strong market momentum in the area.

The site offers exceptional transit and amenity access, including:

- Main Street Station (Amtrak): 0.1 miles – future high-speed rail corridor
- GRTC Pulse Bus Rapid Transit – Shockoe Station: 0.2 miles – direct access to VCU, Downtown, and Scott’s Addition
- Interstate 95: 0.3 miles – connects to I-64 and I-95, Richmond International Airport, and regional suburbs
- VCU/MCV Medical Campus: 0.6 miles – major employment and innovation hub
- Nearby Amenities (All Walkable): 17th Street Market, Canal Walk, City Hall, Edgar Allan Poe Museum, cafés, restaurants, and retail

Maps & Site Context

The following maps are provided to assist respondents in understanding the site’s zoning context, surrounding land uses, transportation access, and neighborhood character. These visuals are intended to support the development of proposals that align with the City’s goals for urban infill, mixed-use development, and community integration.



Housing and Community Development



Site Overview

Address: 212 North 18th Street, Richmond, VA 23219

Parcel Size: 43,560 square feet (1 acre)

Zoning: B-5 Business (Central Business)

Current Use: Paved surface parking lot

Utilities: Adequate water and sewer services are available; combined sewer system

Permitted Uses

The site is zoned B-5 (Central Business District), which permits mixed-use development by right, including commercial, office, and upper-story residential uses. Ground-floor residential is not permitted. All developments must comply with zoning requirements related to minimum two-story height, open space, and façade fenestration standards.

SUBMISSION REQUIREMENTS

Proposals should be bound in a format that allows for easy page removal and duplication, such as a three-ring binder or comb binding.

The exterior of the submission package must clearly display the RFP title, along with the name and return address of the submitting entity.

Cover Letter

1. Contact person's name, title, phone number, and email address
2. The letter must be signed by a principal or authorized officer, including a statement that he/she may make legally binding commitments for the developer/sponsor. In the case of a submission by a joint venture partnership, each partner should sign the letter.

Executive Summary

1. Summary of design concept
2. Housing mix, including housing type, bedroom breakdown, and income limits
3. Types of commercial/retail spaces and statement regarding signed Letter(s) of Intent (LOI) or expressions of interest from commercial users
4. One-page conceptual design, including green space
5. Highlights of sustainability plan
6. Phased-development proposal, if applicable
7. Financing projection for each component
8. Schedule by component and phase
9. Any other items deemed important in the proposal, ensuring alignment with the City's objectives.

Team Overview and Experience

1. Organization chart showing each principal of the sponsor (short-term and long-term ownership structure)

2. A proposed communication plan outlining how the team will maintain consistent coordination with City staff throughout the project
3. Point-of-contact name and phone number (for communication with the City)
4. One-page resumes for principals (should correspond to org chart)
5. List of projects for principals, including project location, size, total development costs (TDC), number of units, and square footage of commercial/office space, development stage (construction, planning, or design), and expected completion
6. Summary of the experience for Project Manager, including comparable projects, completed in the past five (5) years. Indicate whether a separate site manager will oversee the non-residential components and detail their role in maintaining the mixed-use aspects of the development.
7. Percentage of minority- and women-owned businesses (MBE/WBE) during construction.

The development team should also outline anticipated points of coordination with the City throughout the project lifecycle, including entitlement, permitting, construction, and ongoing operations.

General Disclaimer Regarding Submitted Materials and Public Disclosure

All responses and related materials are the property of the City and will not be returned. At the conclusion of the process, the City may retain or may dispose of any and all materials received consistent with the City's obligations under the Virginia Public Records Act, Va. Code §§ 42.1-76 et. seq. In no event will the City assume liability for any loss, damage or injury that may result from any disclosure or use of proprietary information.

Respondents should be aware that records of the City including records submitted in response to this RFP are subject to the provisions of the Virginia Freedom of Information Act regarding access to public records. (See Va. Code §§ 2.2-3700 et. seq.) To the extent the exemption to VFOIA set forth in Va. Code Section 2.2-3705.6(3) applies to information provided by a respondent (and marked as confidential or proprietary), the City will endeavor to keep such information confidential.

If any respondent provides information, it believes is exempt from mandatory disclosure under Virginia law, the response shall include the following language on the title page of the response:

"THIS RESPONSE CONTAINS INFORMATION THAT IS EXEMPT FROM MANDATORY DISCLOSURE."

In addition, on each page that contains information that any respondent believes is exempt from mandatory disclosure under Virginia law, the respondent shall include the following separate language:

"THIS PAGE CONTAINS INFORMATION THAT IS EXEMPT FROM MANDATORY DISCLOSURE."

On each such page, the respondent shall also clearly specify the exempt information and shall state the specific Code of Virginia section and exemption within which it is believed the information falls.

Notwithstanding anything to the contrary in this RFP, although the City will generally endeavor not to disclose information designated as confidential, proprietary, or otherwise exempt from disclosure, the City will independently determine whether the information designated by respondents is exempt from mandatory disclosure. Moreover, unless release of such information is otherwise prohibited by law, the City shall have no liability for releasing any information regardless of whether it was exempt from disclosure.

Financials

- Sources and Uses of Funds, including revenue from parking, retail, office, residential, etc.
- Rate of return (i.e., IRR, et al.)
- Developer fees
- Analysis of potential public funds required to complete the project; include projected federal, state, or city loans and grants assumed in your financial analysis; include uses for such public funds and a strategy on how these funds will be leveraged and at what ratios
- Sources of equity (on hand/need to be raised) and debt (if any)
- Demolition and hazardous material abatement ; will developer do the demolition? If so, what cost savings this would provide?
- Benefit to the City, including tax base enhancement, the creation or retention of jobs, the provision of retail goods and services for the area, an estimate of the taxable real estate values upon completion, annual real estate taxes, and contributions to the City's affordable housing and sustainability initiatives

Residential/Commercial Components

Proposers should clearly define the total Gross Square Footage (GSF) of the development, with a breakdown of residential, commercial, and shared community spaces. Include identification of any proposed street-level uses, office space, or amenities that will contribute to the mixed-use character of the development.

The proposal should describe the inclusion of retail or commercial components that support local economic activity, small business growth, or community services. Highlight how these spaces will be integrated into the residential fabric to enhance livability and meet local needs.

For the residential component, provide the total number of units, proposed bedroom sizes, average square footage, projected rental pricing, and how income mixing will be achieved across building structures. Illustrative sample floor plans may be submitted to demonstrate layout strategies that promote housing diversity by income and household size. A brief market analysis supporting the proposed program mix is encouraged and may be marked confidential.

For commercial components, outline proposed uses (e.g., retail, office, or service), along with anticipated square footage for each. If applicable, describe efforts to engage local, minority-owned, women-owned, or arts-based tenants. A Letter of Interest from an identified commercial user aligned with the City's Small Area Plan should be included if available.

The financing structure for the commercial elements should also be addressed, with a focus on maintaining long-term affordability where applicable. Proposals should also describe any tenant or operational needs—such as parking, loading access, ownership/rental structure, or utility configuration.

Urban Design

Proposals must reflect the City's design priorities and comply with the relevant guidance established in the applicable Small Area Plan. Submissions should describe how the site design and building program

support active, walkable streetscapes, and integrate with the surrounding neighborhood's urban character.

Renderings and diagrams should be included to demonstrate the proposed massing, traffic circulation, pedestrian movement, building frontage, parking layouts, and service/loading areas. Consideration should be given to design elements such as shadow impacts, streetscape enhancements, lighting, façade articulation, and materials.

If applicable, highlight any public realm or open space features, including plazas, green infrastructure, or areas for art installations or cultural elements that create focal points within the site.

Design proposals should also discuss how the project aligns with the City's urban renewal goals, including any efforts to restore historic fabric, improve neighborhood identity, or support sustainability and placemaking strategies.

Phased Development (if applicable)

- Provide a narrative describing how phasing will occur.
- Include a site plan illustrating the phasing approach.

Sustainability

The City seeks projects that align with all five RVAgreen 2050 pathways:

- Buildings & Energy: High-efficiency systems, solar-ready design, cool roofs, ENERGY STAR appliances. Targeting EarthCraft and/or LEED certification.
- Community: ADA accessibility, backup power, shaded community spaces, and climate-resilient design.
- Environment: Native landscaping, permeable pavers, and stormwater management through green infrastructure.
- Transportation & Mobility: EV charging, pedestrian pathways, bike storage, and proximity to transit.
- Waste Reduction: Onsite recycling/composting, use of recycled building materials, and resident education.
- Sustainability in the Pro Forma: Upfront green investments lower long-term operating costs and improve building performance. Metrics tracked will include EUI, stormwater reduction, and waste diversion. Third-party certifications will confirm compliance with climate goals.

Public Engagement & Construction Schedule

Provide a comprehensive schedule covering public engagement, design, entitlements, and construction for each component. The schedule must include a timeline for City reviews and conceptual plan approvals.

If applicable, describe how the project will be impacted by the City's Section 106 process and align with historic preservation requirements.

RFP EVALUATION

Neither Chapter 21 of the Code of the City of Richmond nor the Virginia Public Procurement Act apply to this RFP.

The City will evaluate proposals and make a final selection based on viability, compliance with City objectives, and financial feasibility, in accordance with City Code Sections 8-62 and 8-63. Sale of the property shall be dependent on approval by City Council, in accordance with the requirements of City Code Sec. 8-65.

Evaluation Packet

An evaluation packet will be prepared for each evaluator, including the following documents:

- Instructions to Evaluators
- Proposal Tabulation Form
- Copy of all pertinent RFP documents

Evaluation Committee

The City will select a minimum of a five-person committee to evaluate each responsive proposal. No proposer shall be informed at any time during or after the RFP process of the identity of any evaluation committee member. If a proposer becomes aware of such identities, they shall not contact or discuss anything related to this RFP with them. The Director is the only authorized point of contact for this RFP. Failure to abide by this requirement may result in disqualification.

The evaluation committee, independent of the Director, shall assess all responsive proposals and assign points based on the established evaluation criteria. Upon completion, the evaluation committee will forward the final rankings to the designated Director.

Initial Evaluation

Each submission received will first be evaluated for responsiveness to confirm it meets the following minimum requirements: (i) the named "Submission Requirements" (described above) and (ii) a proposal that includes at least 20% of all residential units as affordable housing, spanning 0–80% AMI.

Final Ranking

At the City's discretion, proposers may be requested to submit Best and Final Proposals (BAFOs). The BAFO process allows shortlisted proposers to refine their offers, address any outstanding concerns, and improve financial or technical aspects of their proposals.

The points awarded by the Evaluation Committee shall be the final ranking.

Interviews

Following the evaluation and scoring phase, shortlisted development teams may be invited to participate in interviews and presentations. These sessions will focus on:

- Design Concept
- Development Schedule
- Financing Strategy

Interview invitations and scheduling will occur after the initial proposal evaluation and shortlisting are complete.

Selection and Negotiation

Final selection will be subject to Director review and approval to ensure compliance with the proposal and evaluation process. Sale of the property shall be dependent on approval by City Council, in accordance with the requirements of City Code Sec. 8-65.

Upon selection, the City will first negotiate a term sheet with the selected developer. The negotiated term sheet will then be subject to review by the City Attorney. Following such review, the City and the selected developer will proceed to finalize a development agreement.

Additionally, in accordance with City Code Sec. 8-59, a deposit in an amount equal to ten percent of the proposed purchase price shall be required before such an ordinance shall be adopted. After the Council has directed the sale of City-owned real estate, the purchaser shall pay the balance of the purchase price to the City within 15 days after the City gives the purchaser notice that the deed is ready for delivery, as required by City Code Sec. 8-67.

Scoring Criteria

Teams will be evaluated on the scoring system listed below and on a qualitative feedback section by each Panel member. Evaluation of RFP responses will be based on the following:

NO.	MAX POINT VALUE	FACTOR TYPE	FACTOR DESCRIPTION
1	30 points	Project Team	a. Composition of the development team and demonstrated experience b. Team's approach to facilitating project coordination and delivery c. Project Management and availability d. Proposed public engagement process and demonstrated experience facilitating public improvement processes e. past experience of the proposer in the development and use of properties for uses similar to the proposed use
2	20 points	Conceptual Design (Technical)	a. Degree to which the preliminary development concept and site design meets the RFP Objectives b. Market targeted (housing type, mixed income housing, community space, destination focus, commercial/retail, parking, etc.) c. Compatibility of the proposed use of the real estate with the City's master plan, including (i) Urban Design and incorporation into the urban fabric of the community and (ii) sustainability objectives
3	40 points	Project Financing, Schedule	a. Demonstrated market viability and long-term commitment to the project b. Demonstrated financial ability to complete the project c. Guarantees provided, the City's participation in each component, and the associated benefits to the City d. Amount of affordable units (0–80% AMI) included e. Timeline, component description, and schedule
4	10 points	Community Benefits: MBE/WBE Participation	a. Percentage of minority- and women-owned businesses (MBE/WBE) during construction
	100 points	100 points	Total Points

Housing and Community Development

RESOURCES:

City of Richmond Zoning Ordinance: [Richmond Zoning Ordinance - September 2020.pdf](#)

City of Richmond Comprehensive Plan (Richmond 300): [Richmond 300 | Richmond](#)

Shockoe Small Area Plan: [Shockoe Small Area Plan | Richmond](#)

Green Infrastructure and Sustainability Initiatives: <https://www.rva.gov/sustainability>

City of Richmond Historic Process: [Historic Preservation | Richmond](#)