



Board of Commissioners

Work Session Meeting

March 18, 2025

6:30 p.m.

AGENDA

1. Call to Order
2. Consideration of Agenda
3. Update on 5-Year Capital Improvement Plan Model – Amy Stevens, Finance Director & Eric Marsh, Town Manager
4. Update on Affordable Housing Project - Mical McFarland, Economic Development Director
5. Intro of New Rezoning Cases – Meredith Gruber, Planning Director
6. Adjourn



POSTED: 9/16/2024

Request for Proposals (RFP) for Development of Town-owned Property (4950 Burlington Mills Rd)

Introduction

This RFP is an invitation to interested parties and development firms to submit a proposal to develop the town-owned parcel at [4950 Burlington Mills Road](#). Proposals will detail the interested firms' vision and layout for the site, and the technical, management, and financial qualifications to design, manage, permit, construct, commission, and closeout a residential or mixed-use development that prioritizes affordable housing.

About Rolesville

Rolesville is a community of a little over 11,000 situated in the greater Research Triangle Region adjacent to Raleigh and Wake Forest, with a population of over 28,000 within a 3-mile radius. Rolesville is experiencing accelerated growth in a county that is consistently one of the fastest growing areas in North Carolina. The Town maintains that genuine community of a small town while enjoying all the amenities that living near Raleigh and the Triangle has to offer.

As the cost of housing continues to increase in the area, and single-family residential developments are outpacing all others, Rolesville seeks to provide diverse and affordable/attainable housing options, including senior or age-targeted options, for people of all income ranges desiring to live in Rolesville.

The Opportunity

The Town of Rolesville requests project proposals from for-profit and non-profit developers for the acquisition and development of 4950 Burlington Mills Road. The Town seeks a developer to purchase and improve the property as a transformative and catalytic project for the site, to include affordable homes for low-income populations, seniors, veterans, and/or those with disabilities.

The Town proposes to sell the property "as is" and will not be responsible for any costs incurred in responding to this request. Interested developers are encouraged to become familiar with the supporting materials referenced herein to successfully respond to this request. Developers are also encouraged to inspect the property before submitting a response. A site plan was approved in 2014 for the property that included office and flex space on the property. This site plan is enclosed.

Selection of a development team will be based interested parties' qualifications and capabilities, experience and past successes in delivering similar projects, project understanding and approach, and capacity for securing financing to support this development.



Proposals will also be evaluated on how well the proposed concept plan aligns with the Town's goals and vision for the site. The Town will evaluate all complete responses to the RFP and intends to select a recommended development team to enter negotiations with the Town to reach a development agreement.

Site Overview

- Location: 4950 Burlington Mills Road
- PIN 1758682706
- Current Zoning: General Commercial
- Acreage: 6.48
- City of Raleigh Water and Sewer available
- Assessed Value: \$1,107,361

Guiding Interests

- Affordable Housing (delivering a significant component of onsite, permanently affordable housing to residents at 60% AMI)
- Senior Housing
- Veteran Housing
- Housing for those with disabilities
- Signature Design (deliver a signature project that demonstrates best practices in urban design and architecture)
- Preservation of natural features/green space to benefit future residents

Content and Format of Proposals

Responses to this RFP should include the following:

General Info

- Letter of introduction
- Brief description of firm/team
- Legal company organization; organization chart with names. The organizational chart shall also include major subcontractors. Note that no substitutions to the proposed project team of the selected firm(s) can be made without the prior written approval of the Town.
- Identify the Project Manager, all licensed contractors, all licensed subcontractors, and all licensed design professionals who the firm intends to assign to this project.
- List of applicable North Carolina licenses for construction, engineering, architecture, or other trades/professions pertinent to the project requirements.



Relevant Experience

- Applicant's overall reputation, service capabilities and quality as it relates to this project.
- List and briefly describe at least 3 comparable projects completed by your firm/team or currently in progress; include your firm's role, and discuss contract amendment history, if applicable. For each project, include contract value and construction value (original value plus contract amendments, if applicable), project owner, project location, contact name and title, address, current and accurate telephone number and email address.
- Provide "team" experience working together on similar projects.
- A minimum of three referrals and references from other agencies and owners. If possible, references should be from the projects listed above.

Project Understanding, Approach and Management

- Describe your understanding of and approach to the project. Provide a high-level vision for the site.
- Provide a preliminary concept plan.
- Identify and discuss any potential problems during design and construction. Identify and discuss methods to mitigate those problems.
- Describe the work you anticipate self-performing, and the work you anticipate being performed by sub-consultants/subcontractors. Discuss access and capacity of the sub-contractors as well as the subcontractor's history with your firm/team and their qualifications.
- Provide schedule; identify and discuss ideas to accelerate the overall schedule.
- Describe your planning, scheduling, estimating, and construction management tools.

Evaluation Criteria

Firms submitting proposals will be evaluated based on specific criteria including but not limited to:

- Familiarity and knowledge of Wake County and/or North Carolina
- Overall qualifications
- Relevant project experience and past successes
- Project approach, understanding and management
- Vision and Concept Plan
- References from similar projects
- Financial capability

The Town will review all RFP submissions for completeness and compliance with the submission requirements delineated above. Only complete submissions will be evaluated, and the Town retains the right to disqualify any respondent that does not submit all the required components.



Submittal and Selection Process

The deadline for submitting proposals is **4:00 pm on Friday, October 4, 2024**. All submittals are limited to no more than twelve (12) pages, not including cover/back inserts. Three (3) hard copies and one (1) electronic PDF copy of the proposal (on USB drive) is requested.

Proposals should be mailed to:

Mical McFarland
Economic Development Director
502 Southtown Circle
Rolesville, NC 27571

An email response confirming receipt of proposals will be provided. Questions concerning this project, or the submittal process, should be directed to Mical McFarland at: mical.mcfarland@rolesville.nc.gov

The Town of Rolesville will use a selection committee of at least three staff members to review and evaluate the proposals received based on the criteria noted above. The Town also reserves the right to schedule interviews if needed after evaluating proposals.

Rolesville Affordable Housing RFP – Selection and Comparison Chart

	#1	#2					
	Habitat	True Homes	Hurt Foundation	Yardly	Connelly	Roers	Harmony/F7
Number and Type of Affordable Units	16-20 Townhomes – can be flexible with design	38 Townhomes – can be flexible with design	34 homes for seniors (17 duplexes, 2- units each)	40 age-targeted rental units, (10 quadraplexes, 4 units each) *Only 10 affordable units	64-72 rental units (four to five 3-story buildings with 12-24 units each)	130-150 rent-restricted apartments within one 3-4 story building	84 age targeted rental units within one three-story building
Ownership or Rental?	Ownership	Ownership	Rental	Rental	Rental	Rental	Rental
Density	Lowest	Mid	Mid	Mid	High	High	High
Level of Affordability	For those who earn less than 80% AMI, some at 50-60% AMI	For those who earn less than 80% AMI	Offering homes to low-income seniors	Offering only 25% of total units to those at 60-80% AMI			
Length of Affordability (For more explanation, see responses to questions attached)	Flexible to discuss length, 15 +/- years. Land Trust model or deed restrictions	Flexible to discuss length - 7 to 15 years deed restrictions	Model keeps homes affordable while market prices taxes, insurance rise, reselling at original price	10–30-year deed restrictions, depends on feasibility of financial model			

Experience/Previous similar projects	Local direct experience in Wake County (Raleigh, Wendell, Knightdale).	National builder, with NC experience in Charlotte, Greensboro, Winston-Salem.	Experience in NC renovating old buildings into multi-family apartment complexes. (Virginia, Wilson, Warrenton, NC)	Experience in Charlotte and Monroe, NC with larger developments			
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Background

In September 2024, staff posted a Request for Proposals to solicit affordable housing project ideas, to develop 4950 Burlington Mills Road, the 6.48-acre, town-owned parcel behind Town Hall. The RFP closed on October 4th, and the Town received seven proposals in all from affordable housing developers and organizations. Proposals showed concepts ranging from townhomes, to duplexes, to single building multi-family complexes. A summary of the proposals was provided to the Town Board.

Review Team

A committee was assembled to evaluate the proposals received. Members included:

1. Mayor Ron Currin
2. Commissioner April Sneed
3. Mark Perlman, Division Director with Wake County Housing Affordability and Community Revitalization
4. Aaron Finley, TPMA (consultant drafting Rolesville’s first Affordable Housing Plan)
5. Leonard Kenion, resident of neighboring Barrington subdivision
6. Laura Largey, resident of neighboring Barrington subdivision
7. Sheilah Sutton, resident, former Commissioner, and President of the Rolesville Downtown Development Association
8. Meredith Gruber, Planning Director, Rolesville
9. Austin Keefer, Planning staff, Rolesville
10. Mical McFarland, Econ Dev Director, Rolesville
11. Eric Marsh, Town Manager

Review Process

The review team took the months of October and November to read over and evaluate the seven proposals received. Firms submitting proposals were evaluated based on the following specific criteria mentioned in the RFP, including:

- Familiarity and knowledge of Wake County and/or North Carolina
- Overall qualifications
- Relevant project experience and past successes
- Project approach, understanding and management
- Vision and Concept Plan
- References from similar projects
- Financial model/capability

In December, the team decided to further engage with four organizations to ask additional questions and conduct virtual interviews. After receiving responses electronically and discussing amongst the team, the team decided to conduct virtual interviews in January with three organizations. The additional questions and interviews centered around:

- Further describing to the group, a similar project that the organization has participated in previously
- Clarifying the level of affordability the organizations could provide
- The financial model used to provide affordability
- The length of affordability offered, for example, 5- 10- 15-years, and what occurs when the first buyer/owner sells their home.

RED COLUMNS

After reviewing the seven proposals, the review team decided not to move forward with the three organizations listed in the above chart in the red columns. The rationale being that all three organizations were proposing large higher density, single-structure, multifamily developments. It was felt that the proposed density was too high for this particular site, and that a large 3-4-story complex would not fit in with the surrounding area, especially adjacent to the Barrington subdivision. Additionally, all three presented rental models rather than home-ownership models. As such, these three organizations were not sent additional follow-up questions nor invited to virtual interviews.

YELLOW COLUMNS

The two organizations in the yellow columns received additional questions from the review team but were ultimately not chosen as recommended partners for the Town.

Yardly: One of the main reasons Yardly was not selected to move forward in the process was that of the 40 total units proposed, they were only offering 25% (10 units) as affordable housing, while the remaining 30 units would be market rate. Their model is also a rental model rather than home ownership. Yardly presented a nice proposal with estate home-looking quadraplexes, yet when asked if they could offer a larger percentage of affordable homes, they responded that they could be somewhat flexible depending on the financing, but it did not appear they could offer a majority or all units as affordable housing. Therefore, the team felt a project with only 10 +/- affordable rental units did not fit in with the vision for this site.

Hurt Foundation: Regarding the Hurt Foundation, there were a number of determining factors as to why they were not selected to move forward in the process.

- All four “qualifiers” in the yellow and green columns above were sent additional follow-up questions and given over three weeks to respond with a deadline. The Hurt Foundation did not respond within the deadline, but only after much prompting.
- A high-level investigatory search was done by the Town Attorney’s office to learn more about each of the four organizations. This was done to see if any of the organizations had received any negative press recently, or if there were any ongoing legal issues, etc. It was learned that The Hurt Foundation was a very new entity, created only a few months before, and so basically there was no historical information available.
- The Hurt Foundation has never done a project like this before, building a new development of duplexes, but rather has only renovated and refurbished existing buildings into multi-family apartments. This Hurt Foundation project would be the “first of its kind” in Rolesville, with a new, essentially “unknown” organization.
- While first presented in their proposal as a home ownership model, with “incidents of ownership”, upon further discussion, it was learned their financial model is lease/rental model. Senior residents would pay a down payment of around 5%, their low monthly mortgage payments would be fixed, while taxes and insurance rose, but then upon selling or passing away, the residents would not benefit from any profit on the sale, and ownership would revert back to the Hurt Foundation. Many on the review team had general qualms about the Hurt Foundation’s financial model.
- During the virtual interview, in comparison to Habitat for Humanity and True Homes, the Hurt Foundation seemed the least “professional and organized” for lack of a better word.

GREEN COLUMNS

Ultimately, when asked to rank their top choice, the members of the review team overwhelmingly ranked **Habitat for Humanity** as their #1 choice, yet with True Homes coming in a close second.

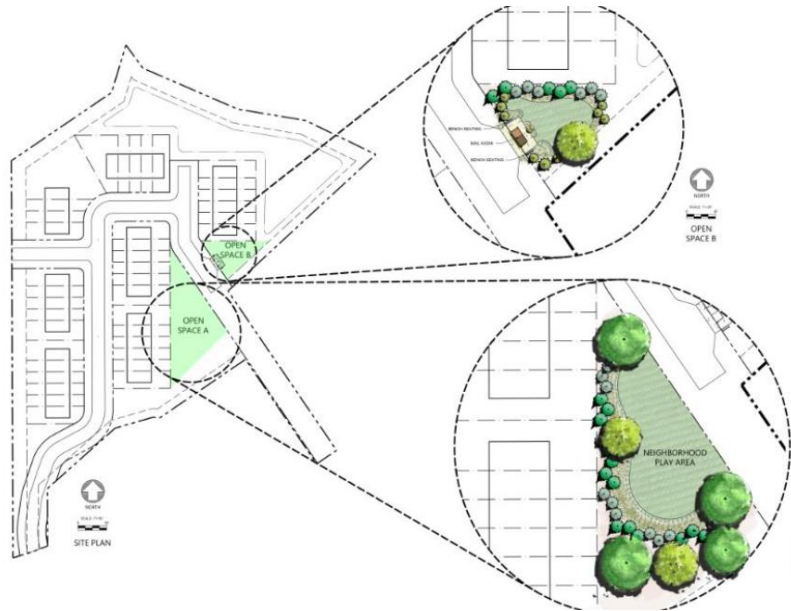
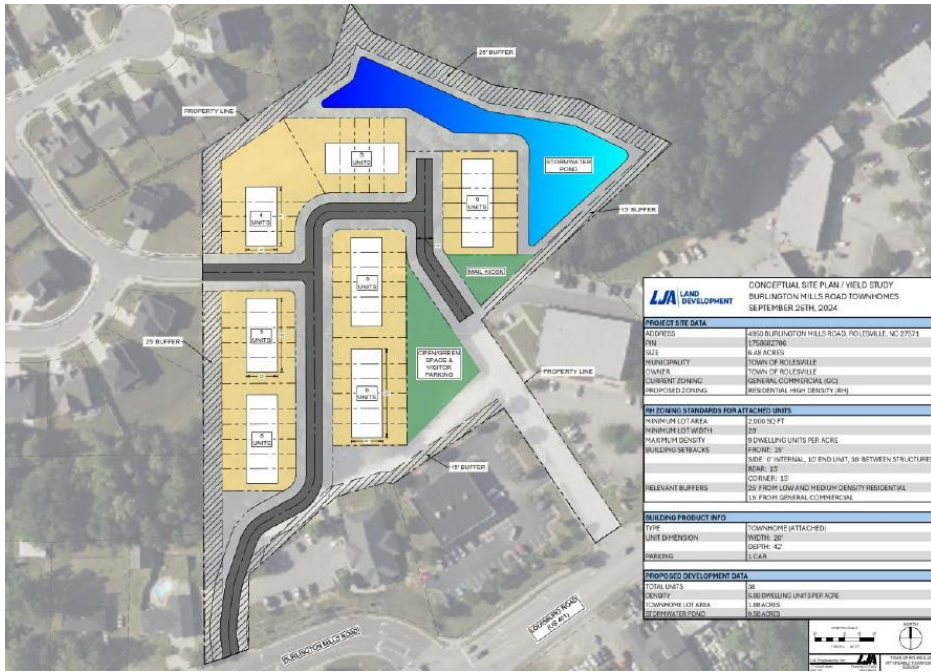
When considering overall experience, competency, success in similar projects, reputation, how the two organizations presented themselves in the virtual interviews, their flexibility in working with the Town on the townhome design, both Habitat and True Homes were viewed as viable options to partner with the Town on this project.

Some reasons provided as to why Habitat rose to the top:

- Their direct local experience in Wake County
- Their reputation as a nonprofit partner having the most capacity for ongoing support and programming
- Their lower density of either 16 or 20 townhomes.
- Homebuyers must contribute 200 hours of sweat equity. Habitat has an ongoing “pool” of people to ensure that vetted applicants/candidates/residents buy the property at future points of sale.
- Fit/suitability with existing Barrington neighborhood

Concept Plan and Design/Visuals on the following pages

True Homes



Myka 3 Story TH Elevation Front Load Parking



Habitat

Preliminary Sketch 2



Cottage Court Style Neighborhood
Rear Loaded Semi-Detached Townhouses
1670 sf with one-car garage



Preliminary Sketch 1



2-Story Townhouses, 1500 sf, one-car garage.
Similar to the townhomes that border Barrington
Hall neighborhood to the north.



Memo

To: Mayor Currin and Town Board of Commissioners
From: Meredith Gruber, Planning Director
Date: March 7, 2025
Re: New Rezoning Cases for Discussion: REZ-24-04, 6520 Fowler Road/6521 Mitchell Mill Road
 Mitchell Mill Road and REZ-24-05, Wait Avenue – 2028, 2200, 2206, 2216, 2232

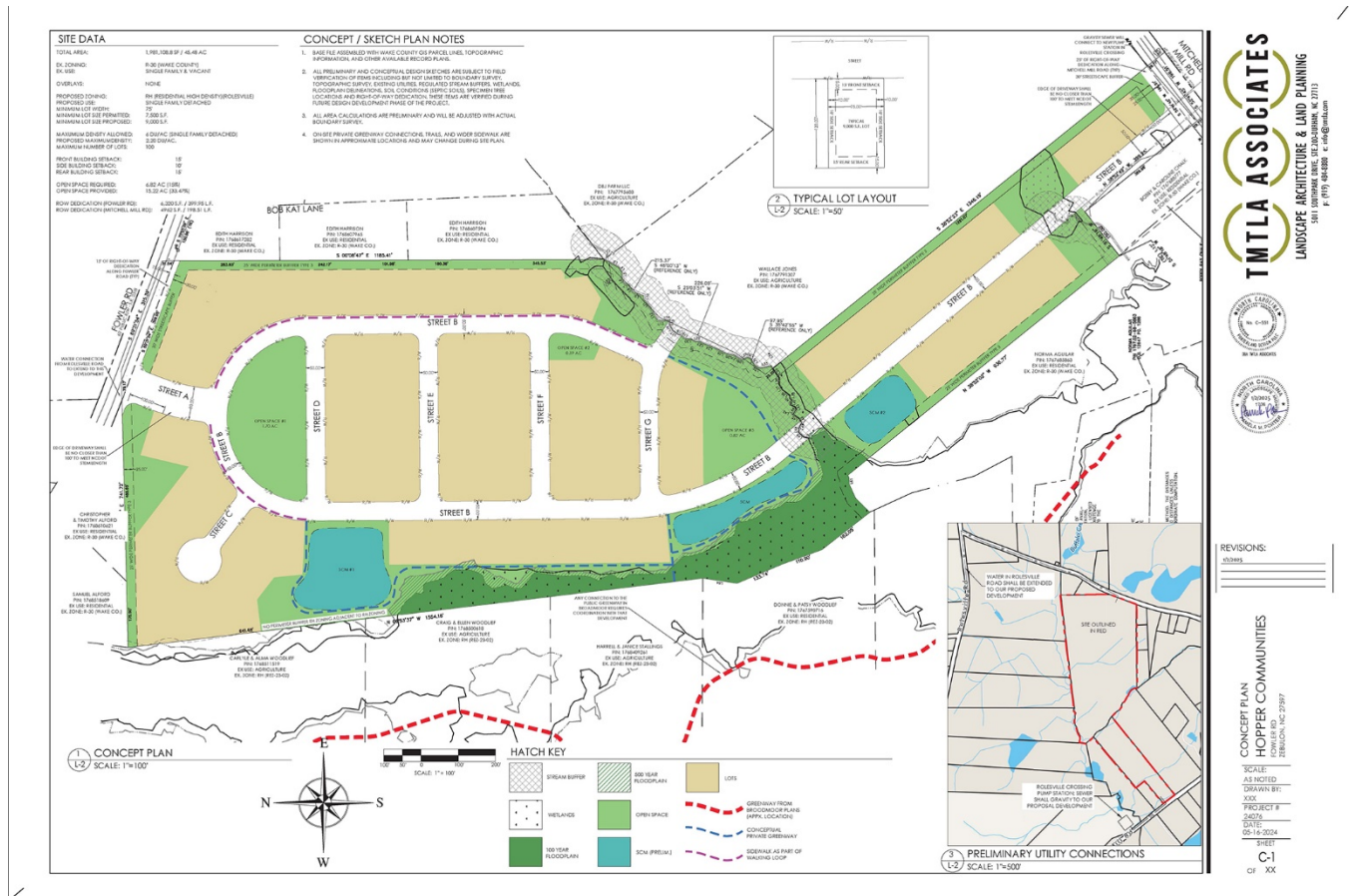
Background

Two new rezoning cases were submitted in late 2024:

- [REZ-24-04, 6520 Fowler Road/6521 Mitchell Mill Road](#)
- [REZ-24-05, Wait Avenue – 2028, 2200, 2206, 2216, 2232](#)

Summaries of each case are included below.

REZ-24-04, 6520 Fowler Road/6521 Mitchell Mill Road



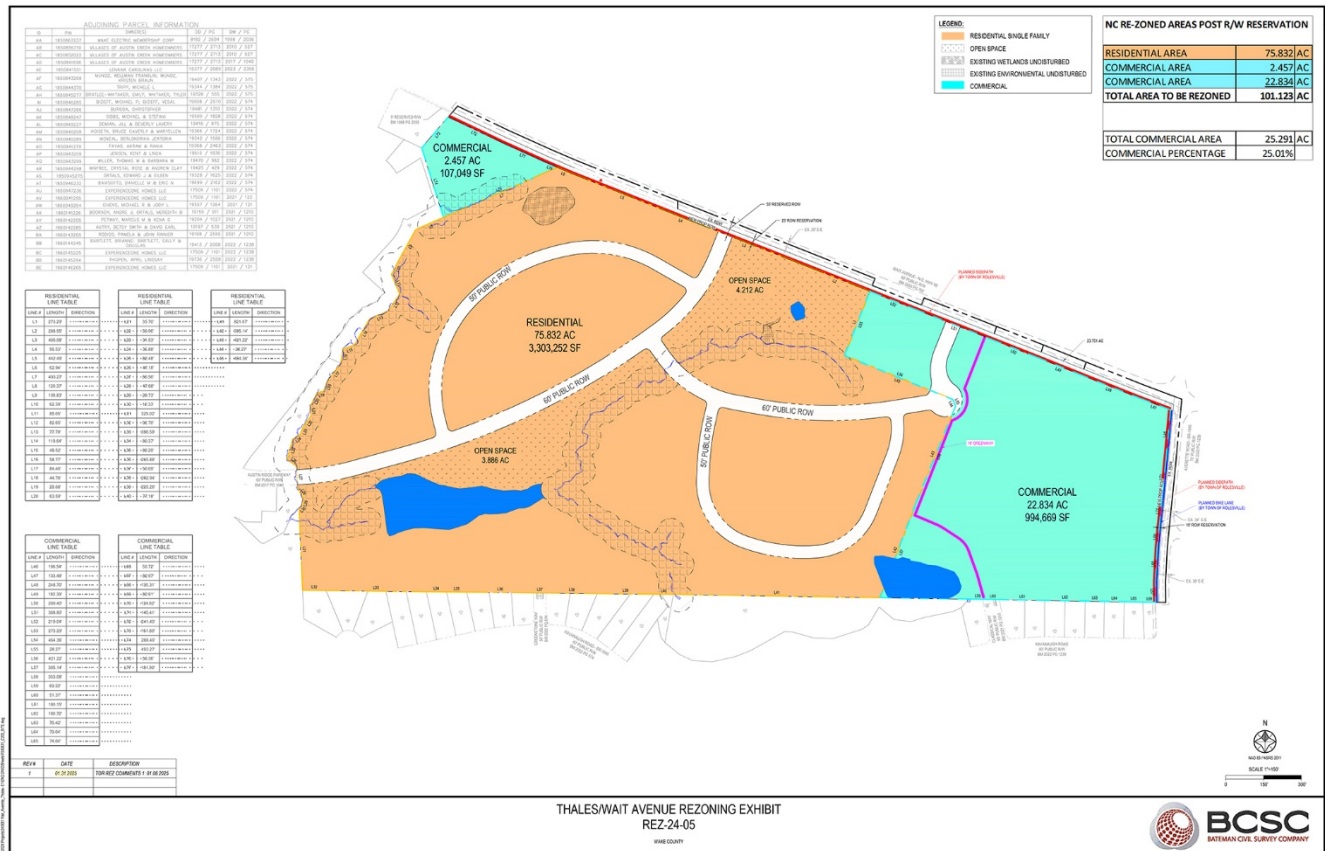
REZ-24-04 – Concept Site Plan, Version 2, currently in review

Applicant: Hopper Communities
 Existing Zoning: Residential-30 (R-30 Wake County)
 Proposed Zoning: Residential High (RH)
 Future Land Use: Residential Medium
 Acreage: 45.48
 Proposed Use(s): 100 Single Family Detached Units

Staff Comment:

- Planning staff have advised the applicant to tell their story of why the RH zoning district is the chosen path forward.

REZ-24-05, Wait Avenue – 2028, 2200, 2206, 2216, 2232



REZ-24-05 – Concept Site Plan, Version 2, currently in review

Applicant: Ardent Building, LLC
 Existing Zoning: Residential and Planned Unit Development (R&PUD) and Residential Low (RL)
 Proposed Zoning: Neighborhood Center (NC)
 Future Land Use: Residential Medium
 Acreage: 101.12 acres

Proposed Use(s):

- 300 Single Family Dwelling Units
- 107,049 SF Self Storage
- 51,000 SF Supermarket
- 23,700 SF Strip Retail Plaza – includes inline retail adjacent to grocery, 5,000 SF retail, Heartland, and urgent care
- 2,500 SF Coffee/Donut Shop with Drive-Through
- 2,400 SF Drive-Through Bank
- 2 Fast Casual Restaurants at 2,500 SF each
- 5,000 SF Convenience Store/Gas Station with 12 fueling positions

Staff Comment:

- The Neighborhood Center (NC) zoning district does not allow the Self Storage use; this type of use is allowed in the General Industrial (GI) zoning district. The applicant is interested in pursuing a text amendment to allow Self Storage in the NC zoning district. Another option for the applicant would be to request a combination of zoning districts, including GI, to pursue a project with residential, commercial, and industrial uses.

Staff Recommendation

Staff recommends the Town Board of Commissioners provide initial feedback on the two new rezoning applications, REZ-24-04 and REZ-24-05.