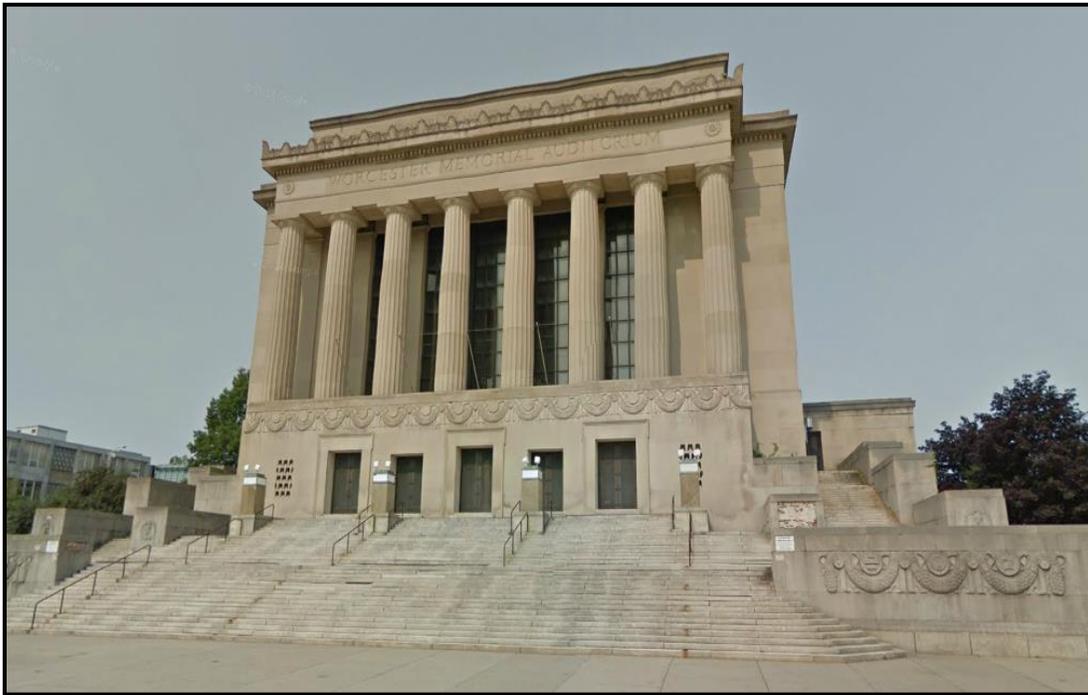


*Request for Interest  
Property Sale and Redevelopment*



*Worcester Memorial Auditorium  
One Lincoln Square  
Worcester, Massachusetts*



**Edward M. Augustus, Jr.**  
City Manager

**Michael E. Traynor, Esq.**  
Chief Development Officer

*Project Manager:*  
**Paul D. Morano, Jr.**  
Asst. Chief Development Officer  
Business & Community Development Division



## **City of Worcester Overview**

A robust, vibrant city in the heart of the Commonwealth of Massachusetts, Worcester combines the warmth of a small town and the convenience of a thriving city. As the second largest city in New England, Worcester boasts diverse neighborhoods, distinguished colleges and cultural institutions, and a proud history of innovation and enterprise. With its close proximity to Boston, MA, Springfield, MA, Providence, RI, and Hartford, CT, and over six million people living within a 50-mile radius, Worcester is at a crossroads, providing unique opportunities for growth and development.

As a manufacturing and innovation giant for over two centuries, Worcester has transformed itself into a leader in biotechnology, advanced manufacturing, information technology, health care, and medical research. Worcester is well-poised for success, due to a number of factors that make the city a natural environment for development: major investments in transportation projects, such as the Massachusetts Turnpike/Route 146 Interchange and the magnificently renovated Union Station, an intermodal center providing commuter rail to Boston, as well as Amtrak service to Boston and New York and intra- and inter-city bus services; a wealth of intellectual capital with its renowned colleges, universities, and cultural institutions; a competitively priced housing market; a strong primary and secondary school system, including a state-of-the-art, nationally recognized vocational high school; an increasingly educated workforce; and, a deep-rooted commitment to public/private partnerships. Together, these strengths have led to unprecedented investment in the city.

Worcester is in the midst of an investment boom with more than \$2.3 billion of both private and public projects currently planned, under construction, or recently completed. The adjacent, former Worcester County Courthouse is under agreement for purchase by Brady Sullivan Properties at a price of \$1.2 million for the purposes of a multimillion dollar residential conversion. In only the last few years, CitySquare, one of the largest public-private initiatives in the Commonwealth, welcomed a new corporate office for Unum Group and the Saint Vincent Cancer & Wellness Center, as well as a new AC Marriott Hotel and a 350-unit market-rate residential complex; the Hanover Theatre for the Performing Arts, the 2008 renovation of the former Loew's Poli Palace, drew more than 200,000 visitors to Downtown's Federal Square this past year; the City's DCU Convention Center & Arena completed a \$30 million makeover; Gateway Park, which already includes Worcester Polytechnic Institute's new, \$40 million, 120,000 square foot Life Sciences and Bio-Engineering Center at Gateway Park, expanded with the opening of Gateway II, a 92,000 square foot office and laboratory building; and UMass Medical School opened the 500,000 square foot Albert Sherman Center and the 250,000 square foot Advanced Center for Clinical Care, Education, and Sciences, which will increase Worcester's standing as one of the nation's leading centers for medical advancements. All across the City, in the Downtown and the neighborhoods, people are finding Worcester a good investment.

## SECTION I. GENERAL INFORMATION AND REQUIREMENTS

### 1. INVITATION FOR INTEREST

The City of Worcester (“City”), through the Executive Office of Economic Development, is issuing this Request for Interest (“RFI”) for the Worcester Memorial Auditorium (“Auditorium”) located at 1 Lincoln Square in Downtown Worcester. The City seeks to determine if there are qualified purchasers/developers interesting in redeveloping the property in accordance with the North Main Economic Development Strategy, which can be found at <http://www.worcesterma.gov/development/initiatives-master-plans/north-main-street>

**This is not a binding Request for Proposals (“RFP”), but an invitation for interested parties to submit a redevelopment plan to the City. The City will use the RFI submittals to gauge interest in the redevelopment of the Auditorium and the proposed re-use scenarios.**

Following analysis of the RFI submittals the City may issue a formal RFP but reserves the right to engage in negotiations with one or more respondents to this RFI.

### 2. GENERAL PROPERTY DESCRIPTION

The Worcester Memorial Auditorium consists of 110,688 square feet of gross building area located on 2.42 acres in the North Main Street area of Downtown Worcester. The building is listed on the National Register of Historic Places as part of the Institutional District (NRHP District No. 80000554).

The historic building was built in 1931 on land which had been an orchard on the Stephen Salisbury III Estate and is one of the city’s latest and most imposing Classical Revival buildings. Set on a base of “Deer Island granite,” the upper portion of the structure is faced with Indiana limestone with a variety of classical ornament, much of which is stylized as Art Deco. The building was designed jointly by Lucius W. Briggs of Worcester and F.C. Hiron of New York and was intended to serve as a memorial to the 9,000 Worcester residents who served in World War I. The building is figuratively comprised of three sections: Main Foyer/Memorial Hall, Main Auditorium and Little Theatre. In Memorial Hall, above the Main Foyer, are three murals honoring the men and women of Worcester who died in World War I. They were painted by Leon Kroll over a period of three years. The main mural (57’ x 30’) is based upon the idea of resurrection or rebirth and implies the renewal of a pledge to defend our way of life. Two smaller murals (25.5’ x 16’) symbolically depict defense on land, in the air and at sea. When completed, Kroll’s main mural was one of the largest in New England.

The property is located in the recently designated Salisbury Cultural District.

Sources: Preservation Worcester, Massachusetts Historical Commission, and Souvenir Book and Program of the 50<sup>th</sup> Anniversary Celebration and Rededication of the Worcester Memorial Auditorium.

### **3. LAND USE REGULATIONS**

The site is zoned Business, General 6.0 (BG-6.0). Preference may be given to redevelopment scenarios that are consistent with permitted by-right uses and special permit uses within the zoning districts and in conformance with all restrictions under Section III: Declaration of Restrictions.

The 1 Lincoln Square property is a State-approved Priority Development Site (PDS) per M.G.L. c. 43D. As such, a redeveloper is guaranteed to have decisions rendered on permits within 180-days of the submission of a complete application.

### **4. PROPERTY VISIT**

Interested parties will be able to tour the property with a City escort on Wednesday, June 15, 2016 at 10:00 AM and Wednesday, June 29, 2016 at 10:00 AM. Please meet the City escort at the entrance on Institute Road.

### **5. SUBMISSION OF LETTER OF INTEREST**

Letters of Interest are due at the City of Worcester Executive Office of Economic Development, Business & Community Development Division, Room 402, City Hall, Worcester, Massachusetts 01608 no later than July 22, 2016 at 4:00 PM.

### **6. INQUIRIES**

Any inquiries related to technical matters must be submitted in writing to:

Paul D. Morano, Jr.  
Asst. Chief Development Officer  
Business & Community Development Division  
Executive Office of Economic Development  
Room 402, City Hall  
455 Main Street  
Worcester, MA 01608  
[moranop@worcesterma.gov](mailto:moranop@worcesterma.gov)

## **SECTION II. LETTER OF INTEREST SUBMISSION**

Interested parties must submit a Letter of Interest addressed to Chief Development Officer Michael E. Traynor, Esq., Room 402, City Hall, 455 Main Street, Worcester, Massachusetts, 01608. The Letter of Interest must include the following:

1. A description of the respondent: A description of the entity submitting the Letter of Interest must include, if not an individual, the name of all partners, corporate name(s), and dba(s) if applicable, and the pertinent addresses and telephone numbers. It must also include the names and addresses of all parties who have or will have an interest in the

proposed development, including investors, shareholders, and officers of the entity. The description of the respondent shall also provide the following information:

- A clear statement of the respondent's interest in purchasing and redeveloping the property.
  - Experience in purchasing and redeveloping properties, particularly properties of this size, scale and nature.
  - Experience (if any) working with the public sector.
  - Experience (if any) with the renovation of historical buildings.
2. Provide a description of the proposed use of the property. The description should include:
- A clear and concise statement describing the proposed use of the property.
  - The proposed users and targeted users of the property.
  - Anticipated building and landscape design considerations that will complement the surrounding, existing land uses.
  - Discuss the additional City-owned utility services (water and sewer), if any, required by the proposed use.
  - A plan for accommodating parking needs for the facility.
  - A Marketing Plan for attracting customers/visitors to the finished space, including a financial commitment/marketing budget.
3. Describe the economic benefits of the proposed project, including:
- The number of residential/commercial units to be created at the property, if applicable.
  - If the proposed reuse is for public/civic purposes, a description of how the public will be engaged with the property.
  - A detailed description of the estimated number and type of jobs to be created at the property, including anticipated titles, duties, hourly wages/salaries, hiring schedules, and number of full- or part-time positions, if applicable.
4. Provide a statement of financial and performance capacity, including:
- Preliminary estimates of total redevelopment costs.
  - Description of the general, anticipated sources of financing, both public and private as applicable.
5. Provide an estimated development schedule, including:
- The estimated timeline for occupancy (in terms of number of days or months) from the date of purchase.
  - Identify project milestones or benchmarks within the overall timeline for the purposes of monitoring and measuring project progress.

### **SECTION III. DECLARATION OF RESTRICTIONS AND REQUIREMENTS**

(This information is provided to guide and inform respondents in the creation of a redevelopment plan)

1. The property located at 1 Lincoln Square is listed on the National Register of Historic Places. Deed restrictions will be implemented to maintain the historical significance of the Worcester Memorial Auditorium. In addition, any redevelopment of the Auditorium must ensure the preservation of those characteristics which contribute to the architectural, cultural, historical, and environmental integrity of the property.
2. Any redevelopment will be subject to site plan, historic, and design review by the City. Chain link fencing will not be allowed at the site. Any proposed fencing, lighting, and signage must be approved, in writing, by the City.
3. A redevelopment plan that is financially self-sufficient and do not rely upon any funding administered by the City is preferable.
4. A redevelopment plan where the respondent agrees to enter into a Preservation Restriction Agreement is preferred.
5. The redevelopment plan should demonstrate an awareness of the role of the former Worcester Memorial Auditorium as an integral part of the North Main Street area and Salisbury Cultural District of Downtown Worcester.
6. The respondent should demonstrate that the redevelopment plan provides off-street parking adequate to support the project.
7. Site improvements are permissible, subject to approval by the relevant and appropriate regulatory body (i.e., Planning Board, Zoning Board of Appeals, Historical Commission, and Conservation Commission). It will be the sole responsibility of the redeveloper to obtain all necessary permits and approvals, including building permits.
8. All proposed exterior work to the building as well as proposed exterior materials to be used by the redeveloper shall be reviewed and approved by the local Historical Commission.
9. The redeveloper shall indemnify and hold the City of Worcester, its officers, agents, and employees harmless from, against, for, and in respect to any liability arising out of the state of the land as of the date of transfer of title, including without limitation, any liability arising from any oil, hazardous materials, hazardous substances, hazardous wastes, or petroleum products, as such terms are or hereafter may be defined pursuant to any environmental laws of the United States or the Commonwealth of Massachusetts (“Environmental Laws”), or the violation of any Environmental Laws on the land.
10. The Main Foyer/Memorial Hall must be maintained as a war memorial.

#### **SECTION IV. REVIEW OF LETTERS OF INTEREST**

Letters of Interest will be evaluated on a combination of the following:

- project or proposal feasibility - both market and financial;
- experience, particularly with regard to historic preservation;
- professional qualifications and expertise on similar projects having objectives and operating conditions similar to those described in this RFI;
- how the proposal addresses and accomplishes the overall goals of the North Main Street Economic Development Strategy;
- the respondent's approach for meeting/exceeding RFI requirements;
- respondent's approach to the planning process, particularly with regard to historic preservation;
- soundness of proposal and the ability to bring project to a timely conclusion.

All Letters of Interest will be reviewed by the Chief Development Officer and may also be reviewed by selected representatives from the Executive Office of Economic Development.

The City Manager will subsequently determine the next steps in the disposition of this property.