



UPPER PONTALBA

## UPPER PONTALBA BUILDING

1008 N. PETERS ST. 3RD FLOOR NEW ORLEANS, LA 70116

OFFICE (514) 525-6875 FAX (514) 525-6455

MANAGEMENT OFFICE: 520 SAINT PETER STREET

# Request for Proposal February 1, 2012

## I. GENERAL BACKGROUND

The Upper Pontalba Building Restoration Corporation (UPBRC) will be accepting Proposals (“RFP”) for the rental of **869** square feet of prime commercial space located at **630 Decatur St.** in the “Historic Upper Pontalba Building”. The Upper Pontalba Building is in the heart of the French Quarter, enjoying heavy traffic from tourists and locals alike. The UPBRC is responsible for preserving architectural and historical qualities of Upper Pontalba Building as a national historic landmark and will evaluate the conceptual and operational characteristics of a proposed business within this context. Current proposal guidelines favor niche or unique businesses that appeal to both tourist and local shoppers.

Requests for Proposals will be accepted until such time as the UPBRC Board of Directors and a prospective tenant for the space agree to the terms of a lease. Once a proposal has been accepted by UPBRC the Applicant will have a period of thirty (30) days from that date of acceptance to finalize a lease. Failure to finalize the lease within this 30-day period will invalidate the lease proposal and UPBRC will be free to contract with other applicants for the space. At its sole discretion, the UPBRC reserves the right to extend the period for finalizing the lease for an additional thirty (30) days. All applicants are urged to secure and review the UPBRC Standard Lease form which they will be required to sign if their lease proposal is accepted. Except as may be necessarily required with respect to permitted uses, no deviation from the Standard Lease will be permitted. Upon Board acceptance of applicant’s proposal, applicant will be required to remit a security deposit and the first month’s rent, equivalent to two month’s rent.



Once a Standard Lease has been signed by the successful Applicant and the UPBRC, all other Requests for Proposals submitted herein upon Applicant's written request will remain on file and open for a period of twelve (12) months from the date of this Request for Proposal.

1. Applicant must conform to zoning ordinances as stated.
2. Each business must have a defined specialty or theme. Any change of use, no matter how minor, and any addition or deletion of product lines or activities during lease negotiation or after execution of lease must be approved by UPBRC. The UPBRC will monitor compliance with permitted uses and display restrictions and Tenant's failure to comply with the terms and conditions approved by the UPBRC will constitute a default under the lease.
3. All Tenant improvements for the leased space shall be performed by the Applicant at Applicant's expense. UPBRC reserves the right to require additional improvements as may reasonably be necessary.
4. Applicant acknowledges that Landlord is providing an improved space, however Landlord does not warrant the trade fixtures, and the Applicant accepts the trade fixtures as is. Applicant also acknowledges that tenant improvements will include upgrades to the HVAC, lighting, flooring and painting.
5. Applicant must provide a detailed list, including cost of all proposed tenant improvements to be performed at Applicant expense.
6. Within thirty days of execution of lease, Tenant shall supply Landlord with layout and design of the store interior including, but not limited to furniture, trade fixtures and color scheme. Tenant acknowledges that in order to preserve and protect the overall appearance and integrity of the Upper Pontalba Building,



Landlord reserves the right, during the term of the lease and any renewals thereof, to approve the overall appearance of the Leased Premises, including the interior layout and design, the floor plans, paint colors, furnishings and fixtures and no changes may be made from the approved design without the written consent of the Landlord. A copy of the floor plan is attached.

7. No lease is assignable or transferable and no estate is created by the lease without the prior written approval of the UPBRC Board of Directors. The lease is not assignable or transferable.
8. UPBRC will deny an applicant that directly or indirectly control, manage, own, operate or has a financial interest in, or participate in the management or operation of *another* space leased from the UPBRC at the discretion of the Board of Directors.

## II. ZONING

The zoning for the address noted in this proposal is Vieux Carre Commercial District (VCC-1). Zoning information is attached. Questions regarding the zoning should be directed to: City Planning Commission, 1340 Poydras Street, 9<sup>th</sup> floor, New Orleans, LA 70112. (514) 658-7000.

## III. NATURE OF BUSINESS: *Responses to the following must be provided on a separate sheet in all proposals. Applicants' responses must correspond to each numbered question.*

1. Name, address, telephone, email address and facsimile number of all principle applicants. If corporation or partnership, include a copy of the Articles of Incorporation, a copy of any "Partnership" and "Counter Letters" as well as corporate documents. Also include name and address of officers and/or partners,



and indicate a contact person. Applicant must provide complete disclosure of all principles and a copy of Certificate of Good Standing.

2. Define concept or theme of proposed business. Please be as detailed as possible in your description of the proposed retail specialty.
3. Describe or list all possible items proposed to be sold in the space.
4. Describe proposed uses of interior space. Please include your desired amount of space and any other details you feel are pertinent. Floor plans, layouts, etc. are encouraged.
5. Describe the competitive environment for your business in the proximity of the Upper Pontalba. How will you position your store and/or merchandise as compared to these businesses?
6. Explain reasons for considering the French Quarter, the Riverfront, and specifically, the Upper Pontalba as a potential space in which you wish to do business. Indicate your reasons for believing that there is a demand for the proposed business. This must address three market segments:
  - a. French Quarter retail sector
  - b. Tourism sector
  - c. Metropolitan area resident sector.

**EXPERIENCE:**

- a. Location and years in business of any current operation, whether it is same as proposed use or not.
  - b. Years and type of experience of the applicant in all businesses.
  - c. Years of experience in specific business proposed by individuals involved, whether that is same as 3.a. above or not.
7. A pro-forma for the proposed business must include anticipated gross sales for the first (three) 3 years of operation, and clearly indicate your proposed rental terms including base rent, common area charges, percentage rent, and advertising fees.
8. Upon UPBRC's acceptance of Applicant's proposal, Applicant will be required to submit the attached letter of intent.



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9. Applicants will be required to submit a per-square-foot proposed monthly rent.

#### IV. PROPOSED TERMS AND CONDITIONS

The UPBRC has set the following terms:

1. Monthly Minimum Rent of \$38.00 per sq. ft. per year.
2. Rent Percentage Rent is 8 % of monthly gross sales or Minimum Rent whichever is greater.
3. Yearly cost of Living Increases: The Monthly Rent shall increase each year by the percentage of the increase in the Consumer Price Index from the month immediately preceding the first day of the Lease (the starting month) to and through the CPI for the month which is the last month of the preceding year of the Lease (the ending month).
4. Advertising Fee: 1% of monthly gross sales. Beginning with the 2010 Operating Budget and every year thereafter, the UPBRC provides for an advertising budget for general business promotion and events. This advertising fee offsets a portion of the expenses.
5. Common Area Maintenance Fee is 100% of tenants' proportionate share. Common area expenses includes but not limited to painting store fronts, garbage collection, landscaping, sprinkler and fire alarm monitoring and inspections, termite and pest control, common area utilities services, grounds keeping, security guard services (salaries and equipment).
6. Tenant shall not operate a business to sell "Souvenir items" such as, but not limited to, ceramic masks, Mardi Gras beads, Voodoo merchandise, feather boas,



t-shirts, shot glasses, magnets, posters, toothpick holders, or pot holders bearing words, images, or a combination of words and images which evoke or describe any place, event, or cultural attribute of the City of New Orleans or the State of Louisiana.

6. Tenant shall not cause or permit the performance of live music or electronically produced music audible outside of the premises.

The UPBRC acknowledges the desirability of including in its historic building business enterprises owned by members of racial and ethnic minorities and women. Such participation assists the City of New Orleans in its efforts to provide real economic opportunity to those in the community, who, in the past and now, have not had full access to capital and resources needed to fully participate in the New Orleans economy.

**V. REQUIRED PROPOSAL ATTACHMENTS** - The following must be submitted in the original proposal submission only.

1. Credit Authorization for each principal party of the business.
2. Affidavit disclosing ownership (original must be notarized). If applicable, certified original copy of the Articles of Incorporation.
3. Financial statements of the applicant and, if corporation or partnership, of principals. Also, yearend profit and loss of the retail business of which proposed use is a branch or which will share resources of the applicant. Financial statements must indicate personal liquidity equal to one year's rent.
4. Banking reference and supplier references. If directly involved in manufacture of import of the product to be sold, please explain.
5. Sources of financing and payback arrangements.



**Please note:**

*Any notices or questions relating to this RFP must be submitted in writing to Darrin Duplissey, Property Manager, Upper Pontalba Building Restoration Corporation 1008 N. Peters St., New Orleans, LA 70116 3<sup>rd</sup> Floor. Please contact Darrin Duplissey at 525-6875 to schedule an appointment to inspect the space.*

*A completed proposal must be received not later than 4:00 p.m., Wednesday February 29, 2012 at the address noted above. We recommend that all applicants include color photos of the proposed merchandise in the proposal. All Proposals will be reviewed to and checked for completeness and providing information as requested above **highlighted in red**. Upon review of the proposal, applicant will be required to submit ten (10) copies of the proposal. The UPBRC Staff will advise when you can provide the additional copies of your proposal.*

*Please note that incomplete proposals will not be considered.*

Attachments:

1. Floor Plan;
3. Vieux Carre Commercial Zoning District (VCC-1);
4. Letter of Intent;
5. Credit Authorization;
6. Checklist.



**LETTER OF INTENT**

Date: \_

Frank Pizzolato, Executive Director  
Upper Pontalba Building Restoration Corporation (UPBRC)  
1008 N. Peters Street, 3rd floor  
New Orleans, LA 70116

**RE: Letter of Intent - 514 Saint. Peter Street**

Dear Mr. Pizzolato:

I am pleased to present this Letter of Intent to enter into a lease with the UPBRC for the premises captioned above. As soon as possible after the acceptance of this Letter of Intent by the UPBRC, the parties shall enter into a lease consistent with the terms and conditions set forth herein, and containing such additional covenants, representations, terms, and conditions as are contained in the Standard Lease form as used by the UPBRC.

This Letter of Intent is intended only to express the interest of the parties to enter into a lease agreement for the premises located at **514 St. Peter Street**. Neither the UPBRC nor the undersigned shall be legally obligated to lease the property until a lease agreement has been signed between the parties.

Applicant:	
Term of Lease:	
Renewal Provisions:	
Permitted Uses:	
Monthly Minimum Rent:	
Percentage Rent:	



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Advertising Rent:	
Common Area Rent	
Performance Standard	

List improvements and estimate of cost to be provided by Tenant at Tenant's cost (Please use separate sheet if needed):

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Applicant's Signature

Date



### CREDIT AUTHORIZATION

In connection with the Request for Proposal submitted to the UPBRC for the commercial space at **514 St. Peter Street**, I authorize the UPBRC to obtain information pertaining to my finances either directly or from all appropriate credit reporting agencies, as you may deem proper in connection with my lease proposal.

Name	
Address	
City	
State	
Zip Code	

Previous Address (if less than 3 years)\_

Address	
City	
State	
Zip Code	

Social Security Number or Tax Identification Number	
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Applicant's Signature

Date



**UPBRC**  
**Request for Proposals**  
**514 St. Peter Street**

**CHECKLIST**

**Proposals must include the following information:**

- Applicant's Response to Request for Proposal
- Credit Authorization for each principal party of the business.
- Affidavit disclosing ownership (original must be notarized). If applicable, certified original copy of the Articles of Incorporation.
- Financial statements of the applicant and, if corporation or partnership, of principals. Also, yearend profit and loss of the retail business of which proposed use is a branch or which will share resources of the applicant. Financial statements must indicate personal liquidity equal to one year's rent.
- Banking reference (forwarded directly to the UPBRC by applicant's financial institution) and supplier references. If directly involved in manufacture of import of the product to be sold, please explain.
- Sources of financing and payback arrangements.
- Contact information as requested on page 3.
- Disclosure of all principles.
- Three Year Pro-forma for proposed business
- Letter of Intent (Submitted upon acceptance of applicant's proposal).

Table 8.B Notes:

- <sup>1</sup> Buildings of a lesser height may be required as provided by the Vieux Carré Commission Enabling Legislation. These height regulations shall not apply to public utilities.
- <sup>2</sup> In computing area, all yards and courts may be included as open space. In all Vieux Carré Districts, all open space shall be unobstructed from grade level upward and shall contain no balconies, roof overhangs, galleries, stairways, storage area or other projections in such required open area. Where a parcel contains a corner lot and an interior lot, the percentage of open space area shall be prorated accordingly.

**Section 8.4. VCC-1 Vieux Carré Commercial District.**

*8.4.1. Purpose of the District.*

The purpose of this district is to provide for restricted retail stores and service establishments that will attract and service tourists and local residents and not adversely affect the character of nearby residences or detract from the historic character of the Vieux Carré.

*8.4.2. Uses Authorized in the District.*

Only those uses of land listed under permitted use, accessory use or conditional use provisions of this section are authorized within this zoning district. Supplementary use standards, which are set forth in Article 11, apply to any permitted, accessory or conditional use designated with an asterisk (\*) in the use lists appearing in this section. Regulations applicable to existing hotels and to the conversion of existing buildings to multiple dwellings are set forth in Section 8.10. Class B licensed package liquor sales are prohibited within the boundaries of the Vieux Carré and within all Vieux Carré zoning districts. (Ord. 19,151 § 1 (part), adopted 3/31/99)

*8.4.3. Permitted Uses.*

The following uses of land are authorized as permitted uses in the VCC-1 Vieux Carré Commercial District subject to the performance standards in Section 7.5, except that timeshare buildings, transient vacation rentals, bed and breakfast facilities, guest houses, package liquor stores, massage parlors, adult establishments as defined in Article 2, and tattoo parlors are prohibited:

1. Any permitted use in the VCR-1 District.
2. Antique and art shops.
3. Bakeries but only when all products produced on the premises are sold at retail on the premises and the structure shall not exceed 2,000 square feet of floor area.
4. Barbershops, beauty parlors and similar personal service shops.
5. Catering and delicatessen business.
6. Custom dressmaking, millinery, tailoring or similar trades.
7. Dry cleaning shops but using no cleaning fluids whose base is petroleum or one of its derivatives.
8. Flower shops.
9. Laundromat.
10. Locksmith shops.

1. Any accessory-use authorized in the VCR-1 District.
2. Storage in connection with a permitted use where storage is incidental to the approved occupancy of the building, provided all products and materials used or stored are in a completely enclosed building, or enclosed by a masonry wall, screening fence, or hedge, not less than six (6) feet in height. Storage of all materials and equipment shall not exceed the height of the wall and shall not be conducted in required open space.

8.4.5. *Conditional Uses.*

The following uses of land are authorized as conditional uses within the VCC-1 Vieux Carré Commercial District, upon approval of a conditional use permit under the standards and procedures contained in Section 16.6 of these zoning regulations:

1. Any conditional use authorized in the VCR-1 and VCR-2 Vieux Carré Residential Districts.
2. T-shirt, novelty, gift and souvenir shops when not in compliance with the standards for such uses as prescribed in Section 8.4.3 of this article.

8.4.6. *Permitted Signs.*

Subject to the general sign regulations in Article 12, the following accessory signs are permitted within the VCC-1 Vieux Carré Commercial District:

1. Any sign permitted in the VCR-1 District.
2. One (1) sign only shall be allowed to each store, shop or bona fide place of business, and this sign shall be no larger than the maximum stipulated in this section, regardless of the amount of street frontage.
3. No sign of any character except those permitted in the VCR-1 District shall be displayed in the VCC-1 District unless such sign advertises a bona fide business conducted in or on the premises and, if it does do so, not exceeding fifty (50) percent of the area of such sign may be used to advertise products or commodities actually sold on the premises.
4. No sign shall project more than forty-eight (48) inches beyond the building line, except that, for the purpose of illumination, a hood may be used but not to exceed six (6) inches additional projection.
5. Single-faced signs attached flat against the wall and including painted wall signs shall be allowed thirty (30) square inches of sign surface area to each foot of street frontage.
6. In no case shall the area of any one single-faced or painted wall sign exceed eight (8) square feet, the maximum allowable size. Where there is more than one (1) bona fide business on a lot with frontage in excess of fifty (50) feet, the total aggregate sign area may be increased one (1) square

11. Museums.
12. Photographers or artist studios.
13. Professional offices including architects, doctors, dentists, engineers and similar professions.
14. Radio and electric repair shops.
15. Standard and cafeteria restaurants but not fast food or drive-in restaurants.
16. Shoe repair shops.
17. Small retail stores and shops, except pawnshops, occupying a floor area of not more than 2,000 square feet and grocery stores occupying a minimum of 5,000 square feet of floor area. For the purpose of this regulation, a grocery store is defined as a retail facility which offers for sale staple foodstuffs, household supplies, fresh meat with a meat cutter (butcher), produce and dairy products.
18. Banks, but excluding drive-in banks, with a minimum of 500 square feet of floor area, a maximum of 7,200 square feet of floor area, and with ten (10) linear feet perpendicular to and for each teller window provided for customer space required.
19. Theaters for live plays including musical comedies subject to: (a) approval of the Vieux Carré Commission that said use will not adversely affect the historic character of the Vieux Carré; and (b) the theater shall not occupy in excess of 3,000 square feet of floor area.
20. T-shirt shops, novelty and gift shops and souvenir shops, provided that:
  - a. T-shirt shops, novelty shops, gift shops and souvenir shops, which specialize in T-shirts, novelties, gifts and souvenirs shall be limited to one such use within 600 feet from another such use. Said distance shall be measured along the center line of the adjacent public right-of-way from the nearest point of the lot on which such use is proposed to be located to the nearest point of the lot on which any other existing similar use is located.
  - b. T-shirts, souvenirs, novelties or gifts, or a combination thereof, shall not constitute more than thirty-five (35) percent of the display area or visible floor area. This display area includes any wall display such as shelves, hangers, etc., and any floor space such as shelves, tables, etc., T-shirts, souvenirs, novelties or gifts, or a combination thereof, shall not be displayed in more than thirty-five (35) percent of the window(s) or door(s) visible from the street.
  - c. The above conditions included in items a and b, are not waivable by the Board of Zoning Adjustments but may only be considered through the conditional use process.

8.4.4. *Accessory Uses.*

The following uses of land are authorized as accessory uses within the VCC-1 Vieux Carré Commercial District:

Table 8.C Notes:

- <sup>1</sup> Buildings of a lesser height may be required as provided by the Vieux Carré Commission Enabling Legislation. These height regulations shall not apply to public utilities.
- <sup>2</sup> In computing area, all yards and courts may be included as open space. In all Vieux Carré Districts, all open space shall be unobstructed from grade level upward and shall contain no balconies, roof overhangs, galleries, stairways, storage area or other projections in such required open area. Where a parcel contains a corner lot and an interior lot, the percentage of open space area shall be prorated accordingly.

foot for each ten (10) feet of street frontage; provided, however, no one (1) sign shall exceed eight (8) square feet in area.

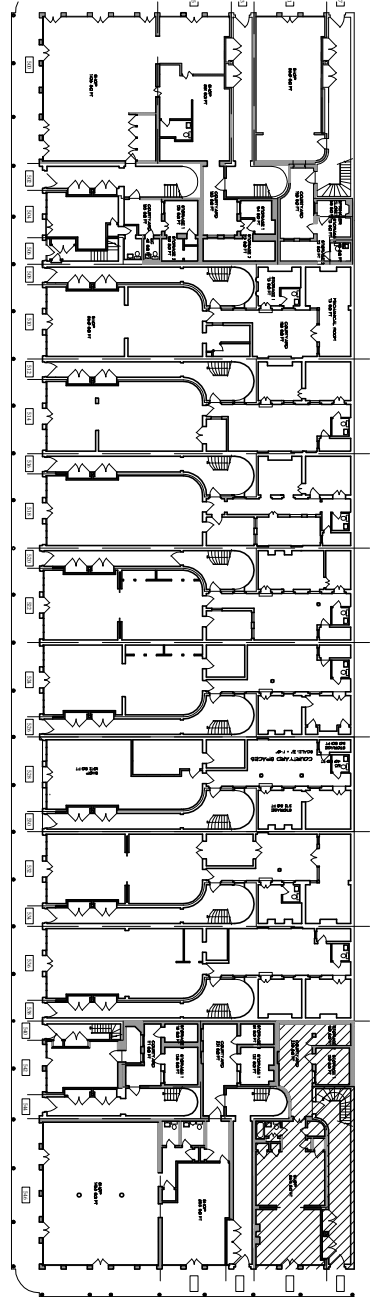
7. For double-faced signs, suspended by brackets or arms perpendicularly from the wall of a building, there shall be allowed sixty (60) square inches of sign surface area for each foot of lot frontage. The area of such a double-faced sign shall be taken to mean the sum of the areas of both faces.
8. In no case shall the area of any one double-faced sign exceed a total of both sides of sixteen (16) square feet, the maximum allowable size for such sign.
9. In the case where two or more businesses are conducted on the premises of single ownership having a street front frontage of twenty-five (25) feet or less, the allowable sign area shall be increased by fifty (50) percent. Such increased sign area shall be the total maximum sign area permitted for the entire property and shall not be interpreted to be the permitted sign area for each individual business occupying said property.

**8.4.7. Height, Area and Yard Requirements.**

Minimum requirements for lot area, yards and maximum height for the VCC-1 Vieux Carré Commercial District are contained in Table 8.C. These standards apply to all permitted and accessory uses, unless a variance is granted by the Board of Zoning Adjustments under Section 14.6, and to all conditional uses unless modified by the City Council in conjunction with approval of a conditional use permit under Section 16.6. Residential uses are subject to standards of the VCR-1 District.

**Table 8.C  
Area Regulations for the VCC-1 Vieux Carré Commercial District**

REQUIREMENTS	STANDARDS
Maximum height from grade	50 ft. <sup>1</sup>
Minimum depth of front yard	none
Minimum side or rear yard	none
Maximum Floor Area Ratio	none
Minimum lot area requirements per dwelling unit	
One-family buildings	1,500 sq. ft.
Two-family buildings	1,000 sq. ft.
Three-family buildings	800 sq. ft.
Four-or-more-family buildings	600 sq. ft.
Minimum Open Space Ratio: <sup>2</sup>	
corner lots	20 percent
interior lots	30 percent

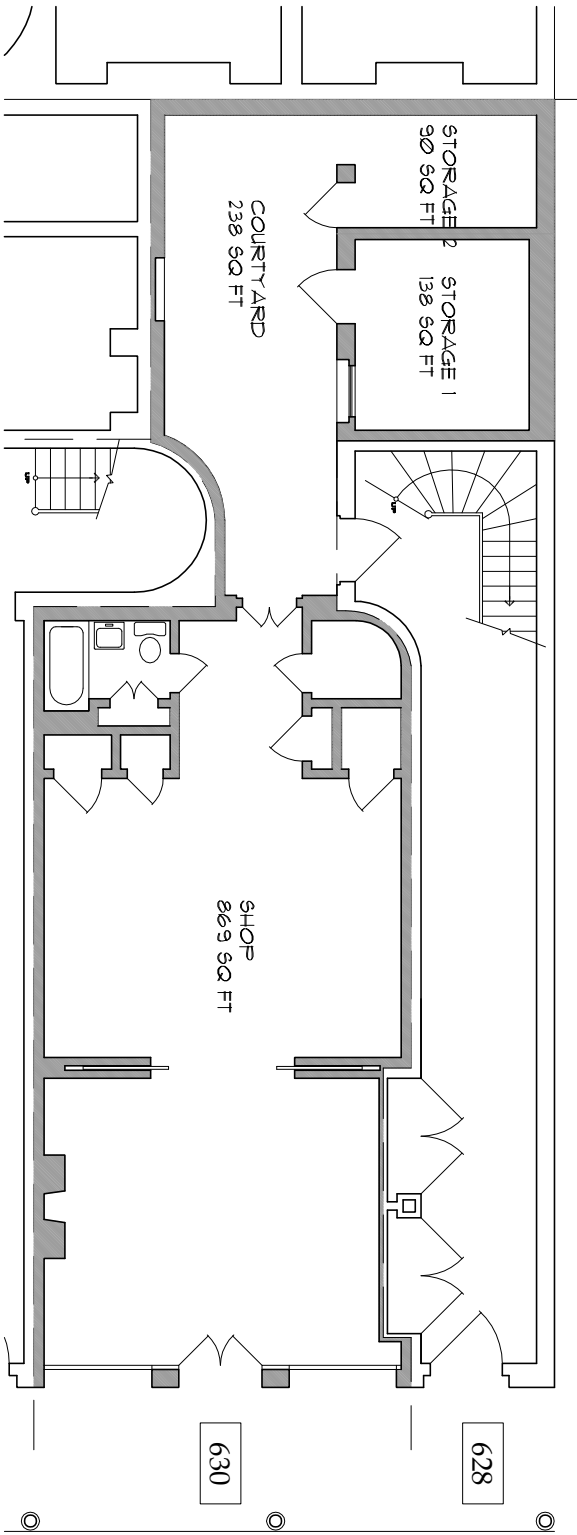


ST. PETERS STREET

SITE LOCATION

SQUARE FOOTAGES

SHOP =	869
STORAGE 1 =	138
STORAGE 2 =	90
COURTYARD =	238
<b>TOTAL =</b>	<b>1335</b>



SHOP SPACES  
SCALE: 3/32" = 1'-0"

DRAWING NO.:

**A-630**

DATE: 10/26/11  
SCALE: 1/8" = 1' - 0"  
DRAWN BY: JSC

DRAWING TITLE:

**SHOP SQUARE FOOTAGES**

- REVISIONS -

No.	Date	Scope

UPPER PONTALBA BUILDING  
at  
630 CHARTRES ST.  
for  
THE UPPER PONTALBA BUILDING RESTORATION CORP.

SQUARE FOOTAGES  
SHOP SPACES



JAMES S. CRIPPS  
&  
ASSOCIATES  
ARCHITECTS, LLC

4632 PALMYRA STREET  
NEW ORLEANS, LA 70119  
504.485.5790 PHONE  
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