



# Moore Square RFI<sup>3</sup>



Raleigh  
Planning

[raleighnc.gov](http://raleighnc.gov)

## Purpose and Background

Two properties will be made available for redevelopment on Moore Square, the signature public park in downtown Raleigh. To prepare for the opportunity, the City of Raleigh is releasing this Request for Interest/Information/Input (RFI<sup>3</sup>). The purpose of the RFI<sup>3</sup> is to gather ideas and feedback. This input will help shape a fair and effective process for selecting development partners. These partners should be able to deliver financially sound projects that add vibrancy and affordability to the east side of downtown.

*3.78 acres  
across two  
blocks*

*zoned for  
up to 20  
stories*

*averaging  
over 2,000  
daily park  
visitors*

Parties responding to this RFI<sup>3</sup> should keep the following objectives in mind:

- Letting the City know your level of **interest** in the sites and what uses you believe are the most viable.
- Sharing **information** with the City that you believe would be useful in developing the eventual Request for Proposal (RFP) document(s).
- Providing **input** on the City's preliminary RFP parameters, which are described later in this document.

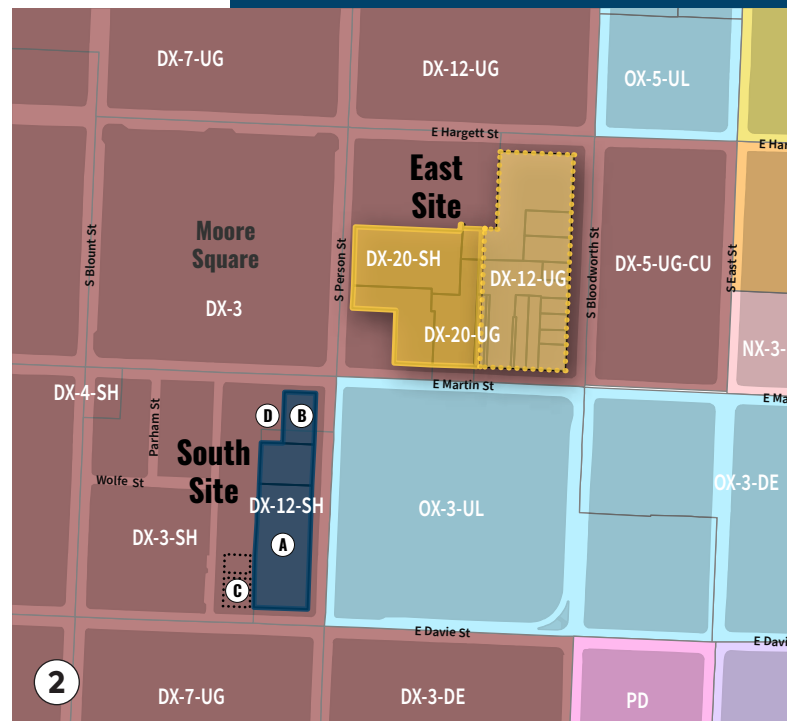
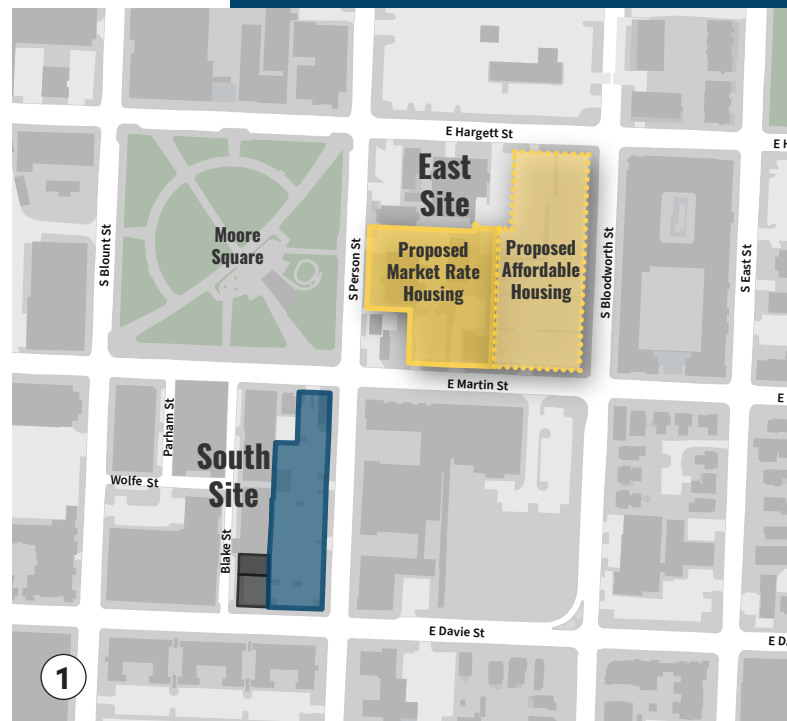
The properties were previously included in a 2022 request for proposals, but that process did not result in a viable project. The City plans to apply what it learned from that experience to the upcoming effort. To support this, the City is seeking early feedback from interested parties, which will help improve the chances of successfully selecting a redevelopment partner.



# Description of the Properties

The City owns or controls approximately 2.85 acres of land on the block directly east of Moore Square ("the East Site"). Three zoning districts cover the property. Lots fronting on Moore Square are zoned DX-20-SH, allowing up to 20 stories of development and requiring an active ground floor. A single lot currently undergoing due diligence review pursuant to a purchase and sale contract with the City and fronting on Martin Street is zoned DX-20-UG, which allows ground floor residential. The balance of the property, including the entirety of the Bloodworth Street frontage, is zoned DX-12-UG for 12 stories of development.

The City also owns approximately 0.94 acres of land currently occupied by a historically significant gas station building and surface parking adjacent to City Market ("the South site"). The entirety of the surface parking (A) is targeted for redevelopment. The gas station (B) is a contributing structure in a local historic district and is to remain. It is the City's expectation that the building be rehabilitated and reused as part of any redevelopment project. The City also owns two parcels (C), one with a building, on the southern end of Blake Street which could be optional additions to the property. The historic Norwood House (D) is adjacent to the property and is home to park-supporting uses which are planned to remain. The property outside the local historic district is zoned DX-12-SH for 12 stories of development, while the portion within the local district (including the gas station and Blake Street parcels) is zoned DX-3-SH.



## Demand Drivers

The sites sit along Moore Square, one of Raleigh's original five public squares laid out in 1792 when the city became North Carolina's capital. Moore Square recently underwent a \$12.5 million renovation that opened in August 2019.

**Marbles Children's Museum** is a vital anchor on the square and receives over half a million visitors each year. The museum brings families with children ranging from toddlers to 10 years old to the Moore Square area.

Opening in 1914, the historic **City Market** was Raleigh's first municipal farmers' market. Its historic buildings frame the Spanish Mission-style market building and cobblestone streets. Together with its eclectic mix of tenants, they create a unique open air dining and retail destination.

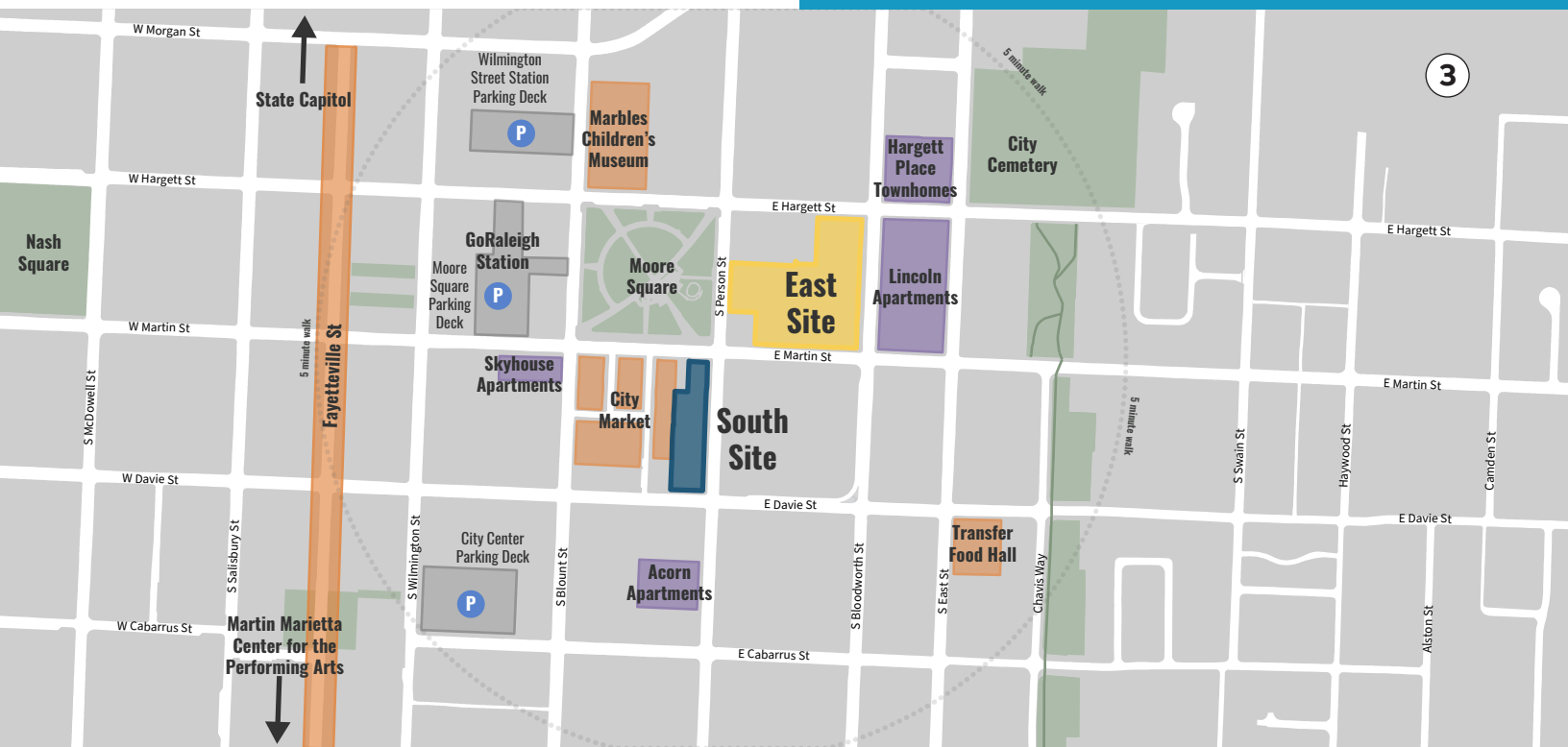
**GoRaleigh Station** is the transit system's primary transit hub. Renovations costing \$9.5 million were completed in 2017. About 15,000 riders use the station each day.

## Nearby developments include:

- Hargett Place townhomes
- Lincoln Apartments
- Acorn Apartments
- Skyhouse Apartments
- Fayetteville Street, the historic commercial spine of downtown Raleigh and home to its tallest office buildings, is three blocks away. It hosts festivals and events throughout the year.

## The park now features:

- Play areas, a splash pad
- A food and beverage pavilion
- Plenty of seating
- Large open lawns used for events like outdoor movies, concerts, and yoga



## Desired Development Outcomes and Affordability Approaches

For the market-rate components, the City is seeking development that brings activity and energy to Moore Square, City Market, and the east side of downtown, including the surrounding sidewalks. Multifamily housing or hospitality uses are expected to be the primary components of any project on these sites. Ground-floor retail would support an active street environment. Retail should provide amenities for residents and guests. Current zoning requires retail along the N. Person Street frontage. Outdoor food and beverage seating—at street level or above—would further enliven the area.

The City believes that the quickest and most proven method for producing affordable housing is to reserve a portion of the land on the Moore Square East block for an affordable housing development

occupying the Bloodworth Street frontage. The City has commissioned architectural test fits which indicate that about 120 or more units could fit on the footprint shown in Figure 1 if a single level of podium parking is utilized with 4 stories of Type 3 or 5 construction above. This would occupy about 1.4 acres of the City property on this block, leaving 1.45 acres for market-rate development.

Recently, the City has been researching new models for financing and building mixed-income housing which have the potential to produce a more coordinated development approach, allow sharing of amenities between market-rate and affordable units, and avoid limitations imposed on the development by certain financial assistance programs, such as the federal tax credit program.

The City is open to receiving ideas and feedback about both of these potential approaches to the East Site.



*Development that will add activity and vitality to Moore Square park, including:*

- *Multi-family housing*
- *Hospitality developments*
- *Ground-floor retail*
- *Food & beverage seating*

# Anticipated Disposition Process

The City plans to make the properties available through up to three Request for Proposals processes. This approach allows for a shared vision with a development partner. It also comes with some challenges and unintended incentives. The City outlines these issues and proposed solutions below. To refine the parameters listed below, the City is seeking feedback on the following:

- **Overpromising**

When selection is based heavily on the ambition or visual appeal of a proposal, developers may be encouraged to overpromise. If those plans prove unrealistic, it can undermine trust in the process and cause the project to fall apart.

**To address this, the City proposes three steps:**

1. The selection process will place strong emphasis on qualifications and a proven track record in different market conditions (an RFQ may precede the RFP to create a short list).
2. To better understand realistic site potential, the City has commissioned a market and design study from RCLCO and LS3P. This will be shared during the RFP process.
3. Proposals must include documentation showing financial viability. This can include pro formas and letters of intent from investors and lenders.

- **Price discovery**

The City is legally required to recover market value when selling or leasing property for market-rate development. When sold to the highest bidder

through a competitive bid process, market value is naturally discovered. In an RFP process, it is typically based on appraisals. The City will commission two independent appraisals or other acceptable means of establishing value immediately prior to issuing an RFP and will use these to set a floor on the price of the land. Developers who are not prepared to meet this price floor should not submit to any future RFP associated with these sites.

- **Performance**

A primary motivation for utilizing an RFP rather than a simple competitive bid process is to ensure that the property goes to an entity that intends to move forward with development, rather than land banking. The RFP will set forth reasonable and clear expectations as to the timeline for development plan submittals, approvals, closing on the property, and start of construction; and, for affordable projects with City financing, required terms associated with such financing. Proposers should only propose uses they believe will be viable over this timeline and avoid any uses that rely on assumptions of greatly improved future market conditions.



**The City also seeks input from interested parties on three other questions that need answering before issuing an RFP:**

- **Separate or unified RFPs for the East and South sites?**

The City is unsure whether the three assemblages (East Site proposed market-rate, East Site proposed affordable, and South Site) would be more appealing if offered together or separately. A single RFP could allow proposals for either one or multiple sites, but it makes comparisons harder and may create an uneven process. Separate RFPs could miss opportunities for coordination between the sites, such as shared parking. The City would like to know whether potential proposers prefer to consider the sites individually or as a package.

- **Land assembly**

Proposals will be limited to the property the City owns (or has under site control) and any land over which the proposer can demonstrate site control at time of proposal. After the award, the City understands that the selected developer may want to expand the site by negotiating with the three private owners on the eastern block. The City is open to this, as long as the original development plan for the RFP property is not significantly reduced and the timeline is not delayed. The City would like feedback on whether this approach works and how much time developers would need for those negotiations.

- **Parking**

It is the City's understanding that the South site is too narrow to accommodate a conventional ramp garage. An alternative to on-site parking is to rely on nearby public parking facilities. Is a commitment from the City to dedicate a certain number of off-site parking spaces in a nearby City-owned deck necessary for a viable project, or could it be up to patrons to find parking on their own? If so, which City-owned parking facilities would the proposal require access to and what parameters would be necessary for the allotted spaces?

## Submittal Requirements

At this early stage, the City aims to keep submittals simple. There are no minimum requirements. Respondents may provide as little or as much information as they want to show interest and offer useful input. Responses may range from a brief letter of interest to more detailed materials such as a concept plan, preliminary pro forma, and/or narrative description.

Responses may address solely market-rate development, solely affordable development, or suggest a mixed-income approach.

## Submittal Instructions

All responses should be submitted via email to the City's Urban Projects Group at **Urban.Projects@raleighnc.gov**.

Responses must be submitted by **Friday, May 15, 2026 at 5:00pm EST.**

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*Thank you for your  
time and interest.*

### Legal Disclaimer

This RF13 is issued solely for information-gathering and market-sounding purposes. It is informal and non-binding. The City of Raleigh does not intend to, and shall not be deemed to, enter into any contractual, procurement, or other legal obligation of any kind by virtue of issuing this RF13 or receiving any response. Responses to this RF13 are subject to North Carolina public records laws and any material submitted where confidentiality is being sought under N.C.G.S. § 132-1.2 must be marked in the manner required by law to receive such protection. The City will release any materials associated with this RF13 to the extent required by law, as determined by the City in its sole judgment.