

# **Request for Proposals**

Retail/Commercial Development of 4.68 Acres at north side of California Avenue between Kern and Waterman Avenues

**October 31, 2011**

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## **Redevelopment Agency Board/City Council**

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## **I. OBJECTIVE**

The Redevelopment Agency of the City of Fresno (Agency) is inviting qualified professional development entities (“Developer/Purchaser”) to submit proposals to purchase and develop a commercial infill project.

Responses from qualified candidates shall include but are not limited to the following information:

- A summary of project development experience and the successful development and completion of similar urban projects.
- A written Narrative Proposal outlining the design and contents of a Commercial Development with proposed concept, project elements, development features, and a timeline.
- Terms for purchase of the site.
- A preliminary estimate of potential costs/value associated with the design and construction of the proposed use for the project site.

## **II. BACKGROUND**

### **The City of Fresno**

Fresno is the fifth largest city within the State of California, and is one of the fastest growing, with a population of approximately 500,000. It is centrally located in the San Joaquin Valley, mid-way between San Francisco and Los Angeles, and is the business and cultural capital of Central California.

The Agency currently has 18 Project Areas with a total of 14,034 acres. The mission of the Agency is to remove blight, strengthen and stimulate economic development and revitalization in downtown, inner city neighborhoods, and industrial areas.

### **Project Site**

The approximately 4.68 acre Project Site is located in the City of Fresno, within the Southwest Fresno General Neighborhood Renewal Area (GNRA). There is diversity in population with a wide range of incomes, family sizes, and ethnicities. The 4.68 acre project site has extensive frontage along California Avenue, a major arterial through Southwest Fresno and is adjacent to residential neighborhoods to the north, south, east and west. To the southwest of the project site is Edison High School and the West Fresno One Stop Center. To the east and southeast are commercial/retail uses.

The project consists of sixteen individual parcels two public streets. The R2 (Low-Density Multiple Family Residential), C-P (Administrative and Professional Office) and C-5 (General Commercial) zoned parcels are located southeast of Kern Street, southwest of Waterman Avenue, and north of California Avenue (APNs 467-246-01, 467-245-02T through 12T, 467-262-01T through 04T). Thirteen of the parcels are vacant, buildings on two parcels are scheduled for demolition (467-245-03 and 467-246-01) and one parcel currently contains a structure that will be retained and incorporated as part of the project (APN 467-245-02T).

### **III. PROJECT / DEVELOPMENT GOALS**

The Project / Development should:

1. Be a well-designed plan that makes a positive contribution to the area.
2. Attract new business investment development that will enhance the surrounding area.

### **IV. SUPPLEMENTAL INFORMATION**

#### Utilities and Easements

Water and sewer lines for the project site are located primarily in the street right-of-ways and alley, and do not pose any significant problems for future service.

#### Street and Alley Right-of-ways

All street right-of-ways around the project site are improved City streets. This project may consider vacation of Klette Avenue between Kern and California Streets and Inyo Street between Waterman and California Avenue.

#### Zoning Details by Parcel

467-246-01	C-5 Zone	467-245-09T	R-2 Zone
467-245-02T	R-2 Zone	467-245-10T	R-2 Zone
467-245-03T	R-2 Zone	467-245-11T	R-2 Zone
467-245-04T	R-2 Zone	467-245-12T	R-2 Zone
467-245-05T	R-2 Zone	467-262-01T	R-2 Zone
467-245-06T	R-2 Zone	467-262-02T	R-2 Zone
467-245-07T	C-5 Zone	467-262-03T	R-2 Zone
467-245-08T	C-P Zone	467-262-04T	C-5 Zone

#### Redevelopment Plan Goals

The Proposal shall be consistent with the blight removal and revitalization goals of the Southwest Fresno General Neighborhood Renewal Area (GNRA). Project Area and any other adjacent Redevelopment Plans that may be impacted by the proposed development, including goals relating to Community and Economic Development, Urban Design and Planning, and Transportation, Housing, and Public Services.

#### Hiring Preferences to Project Area Residents

A fundamental purpose of redevelopment is to expand the employment opportunities for jobless, underemployed, and low-income persons. The Developer, through its construction contractor, shall give all lawful preference for employment to those qualified individuals, if available, residing within the Project Area governed by the Redevelopment Plan.

#### Non Discrimination Agency Requirement

By submission of this proposal, the applicant represents that it and any subsidiary substantially owned by it, does not and will not discriminate against any employee or applicant for employment because of race, religion, sex, color, national origin, sexual orientation, ancestry,

marital status, physical condition, pregnancy or pregnancy-related conditions, political affiliation or opinion, age or medical condition. This requirement will be part of the contract.

Any subsequent contracts or agreements shall contain similar language and include other requirements pursuant to the California Community Redevelopment Law.

## **V. SUBMISSION REQUIREMENTS**

- Statement of qualifications and interest.
- Narrative description of the development concept for the site.
- Developers resume
- Project team members' resumes; please include resumes of all relevant team members who will be working on the project.
- Samples of previous projects including photographs, location, references and description of similar projects developed in recent years.
- Proposed terms and purchase price for the subject site.
- Other key proposed items related to the development of the project site.
- Proposed financing plan including preliminary budget, sources and uses of funds, and total project cost/value.
- Development schedule.
- Cover letter signed by a principal of the firm. Include the name and the title of the person authorized to make legal binding commitments on behalf of the firm.

Submit one (1) bound original and five (5) copies of the proposal along with a cover letter in a sealed envelope labeled "California Avenue Triangle" in the lower left-hand corner. Proposals may be sent via U.S. mail, Federal Express, or may be hand-delivered to:

Terry Cox, Project Manager  
Fresno Redevelopment Agency  
2344 Tulare Street, Ste 200  
Fresno, CA 93721-3622  
Office (559) 621-7622  
[Terry.Cox@fresno.gov](mailto:Terry.Cox@fresno.gov)

**CLOSING DATE – November 14, 2011 5:00 p.m. PST**

For any questions regarding the project prior to submission deadline contact Terry Cox at the above number.

## **VI. REVIEW AND SELECTION PROCEDURE**

Each submittal must be received by the close date and time and will be reviewed and evaluated by the Agency based on all the established criteria outlined in the submission requirements on page 3. Based on the evaluation, the Agency may: a) enter into a Disposition and Development Agreement and/or a Purchase and Sales Agreement, or b) reject all responses to this RFP.

The evaluation team, may at its discretion, interview development teams, contact references, investigate previous projects and current commitments, and conduct any other type of inquiry and investigation necessary to make a determination.

**NOTIFICATION DATE** – Development firms submitting proposals will be notified by mail to acknowledge receipt of proposal on or about November 18, 2011.

#### **TERMS & CONDITIONS**

The Redevelopment Agency reserves the right to:

1. Reject any and all responses, and to waive minor irregularities in any proposal submitted for consideration.
2. Request clarification of the information submitted, and request additional information from any consultant submitting response.
3. Reject any proposal that does not address the scope of work items.

A contract resulting from acceptance of a proposal by the Redevelopment Agency will be in a form developed by the Agency, and will include the scope of work items and selection criteria in this RFP.

The Redevelopment Agency shall not be responsible for any costs incurred by any firm in preparing, submitting or presenting its response. All responses received by the Agency for consideration will not be returned.

#### **DOCUMENTS FOR REVIEW**

The documents listed below can be viewed upon request free of charge. A copy of each document can be purchase for a \$10 reproduction and shipping cost.

- City of Fresno General Plan 2025
- Housing Element of the General Plan
- Edison Community Plan
- Southwest Fresno General Neighborhood Renewal Redevelopment Plan
- 5-Year Implementation Plan for the Merger No. 2 Project Area
- Universal Design Overview

#### **ATTACHMENTS:**

Attachment A Project Site Maps

Attachment B Disclosure of Conflict of Interest

Attachment C Bibliography

**Attachment A**  
**PROJECT SITE MAP**



## Attachment B

### DISCLOSURE OF CONFLICT OF INTEREST

		<b>YES*</b>	<b>NO</b>
1	Are you currently in litigation with the City of Fresno or any of its agents?	<input type="checkbox"/>	<input type="checkbox"/>
2	Do you represent any firm, organization or person who is in litigation with the City of Fresno?	<input type="checkbox"/>	<input type="checkbox"/>
3	Do you currently represent or perform work for any clients who do business with the City of Fresno?	<input type="checkbox"/>	<input type="checkbox"/>
4	Are you or any of your principals, managers or professionals, owners or investors in a business which does business with the City of Fresno, or in a business which is in litigation with the City of Fresno?	<input type="checkbox"/>	<input type="checkbox"/>
5	Are you or any of your principals, managers or professionals, related by blood or marriage to any City of Fresno employee who has any significant role in the subject matter of this service?	<input type="checkbox"/>	<input type="checkbox"/>
6	Do you or any of your subcontractors have, or expect to have, any interest, direct or indirect, in any other contract in connection with this Project?	<input type="checkbox"/>	<input type="checkbox"/>

\* If the answer to any question is yes, please explain in full below.

Explanation: \_\_\_\_\_

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Signature

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(company)

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(address)

Additional page(s) attached.

\_\_\_\_\_  
(city state zip)

## **Attachment C**

### **BIBLIOGRAPHY**

The following reference documents are available for review online and/or at the City of Fresno, 2600 Fresno Street, Fresno, California 93721.

2025 Fresno General Plan, City of Fresno, Adopted November 19, 2002

<http://www.fresno.gov/Government/DepartmentDirectory/PlanningandDevelopment/Planning/2025FresnoGeneralPlan.htm> including:

- Exhibit A – Community Plan Changes Consistent with the 2025 Fresno General Plan, Fresno City Council Resolution Number 2002-379, November 19, 2002

Zoning Ordinance and related Variety Packs, City of Fresno

<http://www.fresno.gov/Government/DepartmentDirectory/PlanningandDevelopment/Planning/ZoningOrdinance.htm>

Fresno Municipal Code (FMC)

<http://www.municode.com/Resources/gateway.asp?pid=14478&sid=5>

Fresno Redevelopment Agency, Southwest Fresno General Neighborhood Renewal Area (Please contact Redevelopment Agency to request an electronic copy).