



REPORT TO THE REDEVELOPMENT AGENCY

AGENDA ITEM NO.

AGENCY MEETING: 12-18-07

APPROVED BY


(EXECUTIVE DIRECTOR)

DATE: December 18, 2007

FROM: Marlene Murphey, Executive Director

SUBJECT: Approval of a Request For Qualifications and Proposals (RFQ/RFP) to develop Affordable Housing on 7.4 acres of land in Southwest Fresno on the northwest corner of Annadale and Elm Avenues.

RECOMMENDATION

It is recommended that the Redevelopment Agency Board approve a Request For Qualifications and Proposals (RFQ/RFP) to potential developers to develop Affordable Housing on a 7.4 acre parcel of land, and direct the Executive Director to proceed with the solicitation of proposals for affordable housing.

EXECUTIVE SUMMARY

In June of this year the Agency Board approved a Disposition and Development Agreement Sequoia Community Health Foundation, Inc. (SCHF) for the development of a Dental Center by SCHF, and the exchange of an RDA parcel, for 7.4 acres of land west of the SCHF facility. The land exchange transaction was recently completed providing the Agency with the opportunity to promote development of affordable housing on a vacant and underutilized, 7.4 acre site at the northwesterly corner of Annadale and Elm Avenue in the Southwest Fresno GRNA Project Area.

In order to proceed with the development of affordable housing, the RDA has prepared a draft RFQ/RFP (Attachment "A") for solicitation of proposals. On October 24, 2007, the Housing and Community Development Commission reviewed the draft RFQ/RFP and unanimously recommended its approval by the Agency Board.

BACKGROUND

The RDA owns the 7.4 acres of land that is the subject of the proposed RFQ/RFP. The property is located on the north side of Annadale Avenue and immediately adjacent and to the west of the existing Sequoia Community Health Foundation facility. The 7.4 acres of land is currently vacant and underutilized. The easterly two thirds of the property is designated by the City's General Plan for Commercial/Offices Land Uses and C-P zoning which would permit multi-family housing development. The westerly one third of the property is designated by the General Plan for Medium Density Residential Land Uses and R-1 zoning which would permit single family housing Development. Immediately adjacent, and surrounded on three sides by the RDA property is an existing, privately owned, one half acre parcel with a house on it, that is not a part of the proposed project. Potential Plan Amendments and/or rezoning of the RDA 7.4 acres site could be considered by a potential developer, depending upon the mix of single family and multi-family housing that would be proposed

SOUTHWEST FRESNO GNRA REDEVELOPMENT PROJECT AREA OVERVIEW

The Southwest Fresno General Neighborhood Renewal Area (GNRA) was selected as a renewal project area by the Fresno City Planning Commission upon adoption of Resolution No. 4800 on December 17, 1968. The project area sits on approximately 1757 acres and it currently has a tax increment revenue base of \$2.5 million.

THE SITE

The RDA has site control for this parcel. This property covers an approximate 7.4 acres in the Southwest Fresno GNRA Redevelopment Project Area and is bordered by Annadale and Elm Avenues. There is a privately-owned sliver of land (roughly a half acre) with a home on it in the South portion of the project site. The RDA's 7.4 acre site does not include this additional land in its square footage calculation.

PLAN DESIGN

The Developer(s) is expected to produce a more refined master land use plan, design guidelines and standards.

OWNER PARTICIPATION

The Southwest Fresno GNRA Redevelopment Plan provides for the opportunity for owner participation. Under redevelopment law, current owners have a right to respond to this Request for Proposal and Qualifications. If a current owner does not elect to submit a proposal, the Agency will work as a facilitator with the owner(s) and the selected development team.

SCOPE OF WORK

The work to be performed by the selected developer may include, but is not limited to:

- Acquire the parcel from the Redevelopment Agency of the City of Fresno;
- Obtain all entitlements, permits, subdivision map, and construct required public improvements;
- Comply with all applicable local, State, and Federal environmental clearance requirements;
- Work in collaboration with the Agency and the City on all aspects of development, design, financing and construction of the project;
- Work with community and neighborhood groups as a part of the planning process;
- Secure acquisition and construction financing for the project;
- Produce a master development plan for the creation of a high quality and aesthetically pleasing single family low and moderate-income housing, comply with Federal affirmative action marketing requirements, if applicable;
- Perform work within budget and timeframe provided;
- Submit invoices and requests for reimbursement for work completed in a timely manner;
- Provide a long-term maintenance plan for the project.

ZONING AND DEVELOPMENT STANDARDS

The City's General Plan land use designation of the Project Areas is primarily Residential (R-1) and Commercial (C-P). The existing Commercial designation will have to be re-zoned to Residential.

REDEVELOPMENT PLAN GOALS

The goals of the redevelopment plan are very broad and include goals in the area of Community, Economic Development, Urban Design and Planning, Transportation, Housing, and Public and Human Services. The following are goals that are particularly relevant to both the final development and the process of achieving the project.

COMMUNITY

- Create a sense of community identity.
- Provide for an area that is perceived to be a focal point that is clean and safe.
- Promote cooperation between business, residents, community groups, etc.
- Encourage the distinctive character of the community.

ECONOMIC DEVELOPMENT

- Promote revitalization of the downtown, especially the office/commercial areas.
- Encourage new businesses to locate in the project area.
- Promote employment opportunities.
- Support opportunities for recreational and entertainment uses.
- Encourage establishment of restaurants, shops, and business, and encourage improvements to the surrounding area.

URBAN DESIGN AND PLANNING

- Promote the use of architectural and urban design standards and high quality, compatible design.
- Create a friendly pedestrian-oriented environment.
- Improve the visual environment of the downtown and community.
- Minimize increases in noise and air pollution.
- Create visual landmarks such as gateways to develop the character of the downtown and city.
- Create more public spaces.

TRANSPORTATION

- Create new parking opportunities
- Maintain and improve pedestrian and vehicular circulation

AGENCY NON DISCRIMINATION 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.

SUBMISSION REQUIREMENTS

Statement of Interest – Include a cover letter providing a statement of interest in development of the project; highlights of the developer's qualifications; understanding of the key element of the project; project team coordination methods; contact person and phone and facsimile numbers.

Narrative Description and Site Plans - The narrative description of the proposed project will include an identification of the proposed housing uses, to enable the Review Committee to evaluate the team's prior relevant experience. A master plan, renderings or graphic portrayals of the project are not required at this point.

Developers Resume including:

- Developers address, telephone and fax number
- Nature of the Developer (corporate officers, principal stockholders, general and limited partners, etc.)
- Description of the relationship of Developer with other entities which may exist
- Resume and identification of the roles of the key individuals in the development team and/or any consultants (such as design, economic feasibility/financing) who would be involved in the implementation of the project, including their background, experience and previous working relationships.

Project Team - Identify the project team including key consultants such as legal counsel, architects, engineers, planners, etc. Specify the relevant experience of the team members and key consultants. Examples of projects by the team's architects that represent the type of project that might be accomplished on the site should be provided.

Legal Entity - Describe the legal entity with whom the Agency would contract. Identify the person in charge of negotiations, and key personnel who will be involved in decision making.

Long-term Ownership - Long-term ownership structure anticipated for the proposed project, including any arrangements contemplated with existing property owners.

Redevelopment Experience - Describe the developer's experience with redevelopment or other joint public-private development.

Relevant Projects - Describe the developer's three most relevant projects including the following information:

- Project Description including construction commencement and completion dates, location, size, and construction costs.
- Project photographs.
- Brief description of the development team, specific role of the developer, amount of contract; etc.
- Local government reference (name, title and telephone number) for each project cited.

Management Experience - Describe the developer's previous experience in the ongoing management, operation and ownership of facilities similar to that of the project being proposed.

Financial Capability - Present evidence that the development team has the financial capability to carry out the proposed commitments. The preferred evidence is the two most recent audited financial statements of the development company. However, other evidence may be submitted at the developer's discretion. Also, include the method of long-term financing both debt and equity (if any) for the three most relevant projects listed above. Describe the amount, sources and references for projects recently developed of similar size and scope.

Submittals - One (1) unbound original and five (5) copies of the proposal must be submitted. Proposals must be complete and sealed. Facsimile and electronic mails copies are not acceptable. Proposals must be submitted to:

Marlene Murphey, Executive Director
Redevelopment Agency of the City of Fresno
2344 Tulare Street, Suite 200
Fresno, CA 93721

Proposals should be received no later than 5:00 p.m. on February 18, 2008. Proposals received after this deadline will not be considered. Please contact Dave Martin at (559) 621-7630 or via email david.martin@fresno.gov, if you have any questions.

QUALIFICATION EVALUATION

Responses to the Request for Qualifications will be evaluated based upon the following criteria (presented without regard to order of importance):

- Experience with the product type proposed by respondent.
- Experience in development and marketing of single/multi-family housing units.

- Evidence of financial resources consistent with project requirements.
- Experience in redevelopment or other public private development.
- Experience in getting the community involved.
- Familiarity with Fresno market place.
- Track record of superior residential development.
- Track record of development team working together.

REVIEW AND SELECTION PROCEDURE

Responses to the RFP and RFQ will be reviewed by a Review Committee including the Redevelopment Agency Executive Director, Redevelopment Agency Project Manager and representatives of the Economic Development Corporation, the Fresno City Economic Development Department and the Planning and Development Department.

Following review of the responses, the Review Committee may elect to interview some or all of the respondents, or may otherwise seek clarification or amplification of the material submitted. Upon completion of the review, the committee will make its recommendation to the Agency for the proposed project.

Recommendations may include:

- Selection of one or more respondents to submit a formal proposal
- Selection of one respondent to enter into exclusive negotiations
- Rejection of all proposals

If formal proposals are solicited, finalists will be asked to provide the following:

1. More detailed graphic presentations of the proposed projects.
2. Preliminary financial analysis of the projects.
3. Evidence of tenant interest for residential developments.
4. Proposed economic terms for Agency participation.
5. Any additional proposal information, as requested.

If multiple proposals are solicited, the proposals will be evaluated by the Review Committee, and recommendations as to the final developer selection will be made to the Agency based upon the strength of the candidate, the project proposed, and the project economics.

If a developer is selected, the developer will be required to enter into a definitive agreement (i.e. disposition and development agreement) for the purchase of property and development of the project. The developer may also be requested to enter into an exclusive negotiating agreement (ENA) with the Agency for purposes of negotiating the disposition and development agreement.

EVALUATION SCHEDULE

The anticipated evaluation schedule for this request for proposals and qualifications is as follows:

Responses Due	February 18, 2008
Initial Screening Complete	March 3, 2008
Supplemental Information Due	March 17, 2008
Final Evaluation of Qualifications and Project Recommendations	April 7, 2008
Review Committee Interviews/Selection (Recommendation to Agency Board)	April 21, 2008
Redevelopment Agency Consideration (Review Committee Recommendations)	May 20, 2008

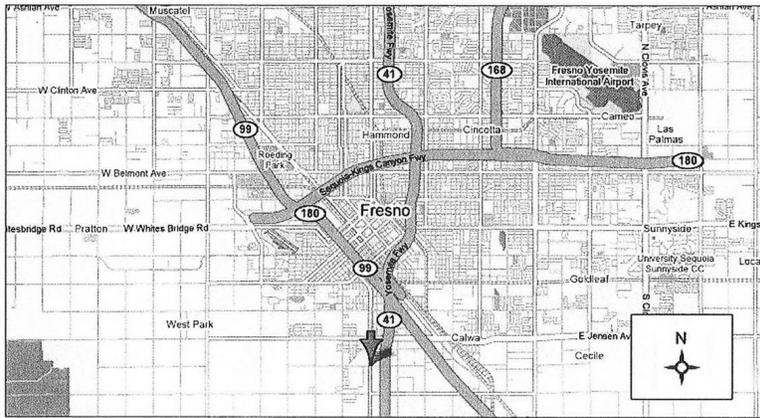
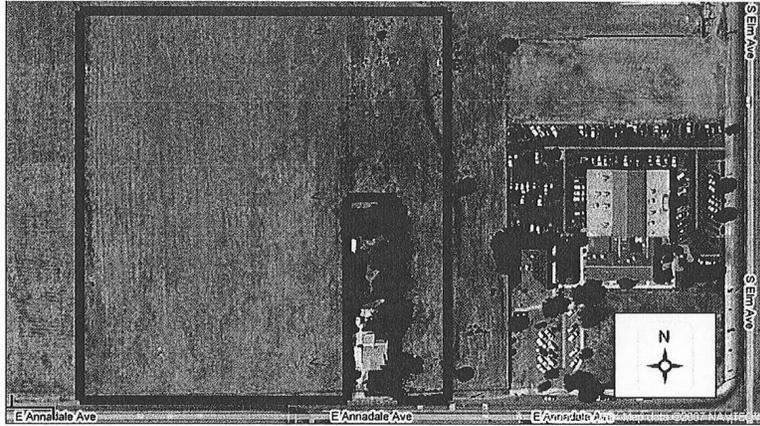
RIGHT TO REJECT ALL PROPOSALS

The Agency reserves the right to reject all proposals or to waive minor irregularities. The Agency has no obligation to enter into an agreement with any party in respect to purchase and development of the site as a result of their response to this offering.

The Request For Proposals package contains descriptions of the site and other matters that are deemed accurate. However, the Agency makes no representations in respect to any factors affecting the development of the site. Prior to entering an agreement with the Agency, it is assumed that prospective developers will complete their own due diligence.

The cost of preparing any responses to this Request for Qualifications shall be borne by the respondents and shall not be reimbursed by the Agency.

**ATTACHMENTS:
EXHIBIT A – PROJECT SITE****EXHIBIT A – PROJECT SITE**



*Request for Qualifications/Proposals
for a Developer for the
Annadale & Elm Property*