



## **REQUEST FOR PROPOSALS**

### ***DEVELOPMENT OF CITY-OWNED PROPERTY AT 2112 BROADWAY***

**CITY OF EUREKA, CALIFORNIA**  
**REQUEST FOR PROPOSAL (RFP)**

**PROJECT TITLE:** DEVELOPMENT OF CITY-OWNED PROPERTY AT 2112 BROADWAY

**Release Date:** Wednesday, February 6, 2019  
**Proposal Deadline:** Friday, March 29, 2019 - No Later than 4:00 P.M.

**Contact Person:** Lane Millar, Deputy Development Services Director  
531 K Street  
Eureka, CA 95501  
(707) 441-4160

**Critical Dates and Requirements**

<b>RFP Announcement Released:</b>	<b>Wednesday, February 6, 2019</b>
<b>Optional Pre-bid Meeting</b>	<b>Wednesday, February 20, 2019</b>
<b>Deadline for Submittal of Questions:</b>	<b>Wednesday, February 27, 2019</b>
<b>Addendum #1 (answers to questions):</b>	<b>Friday, March 1, 2019</b>
<b>Proposals Due (7 bound and 1 unbound):</b>	<b>Friday, March 29, 2019 (4:00pm)</b>
<b>Selection Panel Review:</b>	<b>Friday, April 5, 2019</b>
<b>Interviews (if necessary):</b>	<b>Friday, April 12, 2019</b>
<b>City Council Approval of Developer:</b>	<b>Tuesday, May 7, 2019</b>

*All submittals shall be professional produced and printed in ink clearly and legibly, in conformance with this RFP. Proposals shall be printed double-sided on 8-1/2 x 11 inch paper. By the date/time listed above, seven (7) bound copies and one (1) unbound copy of the proposal shall be submitted in an envelope or box plainly marked on the outside: "Marketing Services Proposal." Applicants must also submit a digital copy of their proposal to the City by email to [developmentervices@ci.eureka.ca.gov](mailto:developmentervices@ci.eureka.ca.gov) by the date listed above. The City of Eureka is not responsible for any costs incurred in the preparation of proposals and/or any work rendered by a firm prior to the contract award.*

**NOTICE OF REQUEST FOR PROPOSALS**

**Bid#: 2019-15**

**PROJECT TITLE:** DEVELOPMENT OF CITY-OWNED PROPERTY AT 2112 BROADWAY

1. The City of Eureka (hereinafter "CITY") is soliciting Requests for Proposals for the DEVELOPMENT OF CITY-OWNED PROPERTY AT 2112 BROADWAY, and will receive proposals at the Finance Office, 1<sup>st</sup> Floor, 531 K Street, Eureka, California, 95501, up to the hour of **4:00 PM, Friday March 29, 2019**. Consultants shall submit seven (7) bound copies and one (1) unbound copy of the proposal.
2. The services to be performed by the successful proposer are described in the Request for Proposals. Copies of the Request for Proposals are available at: <http://www.ci.eureka.ca.gov/rfps/default.asp>. Physical copies can be retrieved from the CITY at:  
Finance Department  
1<sup>st</sup> Floor  
531 K Street  
Eureka CA 95501  
(707) 441-4140
3. All responsive proposals shall be reviewed and evaluated by the CITY in order to determine which proposer best meets the CITY's needs for the PROJECT. The criteria by which the CITY shall evaluate proposals are set forth in the Scope of Work.
4. The CITY reserves the right to reject any and all proposals or waive any irregularities in any proposal or the proposal process.
5. The City of Eureka is not responsible for any costs incurred in the preparation of proposals and/or any work rendered by a firm prior to the contract award.

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Rob Holmlund

Development Services Director

1/29/2019

Date

## **PURPOSE**

The City of Eureka is soliciting proposals from qualified individuals, firms, partnerships, and corporations to select a developer of City-owned property located at 2112 Broadway on corner of West Hawthorne Street. The subject property is currently a one story office building with a parking lot.

The purpose of this RFP is to identify a developer with the interest, resources, and experience to purchase and develop the property beyond its existing condition. The preferred developer would be expected to enter into a development agreement and sign a purchase contract with the City consistent with the parameters and goals for the development described within this RFP that would lead to a mutually agreeable development plan. The development plan would include details such as a proposed site plan, types of uses, and a development schedule. If the City and the preferred developer are unable to reach mutual agreement, the City may select another qualified developer from the RFP respondents.

The City is not seeking to have any form of partnership role in the development of the site, but may be open to such a partnership if favorable conditions are proposed. The City seeks to sell the real estate, specifying certain conditions upon the sale. The City will have certain expectations including and in addition to the sales price that the selected developer will have to execute and agree to. In addition, the selected developer will be subject to all applicable rules, regulations, and procedures attendant on the development of any property.

The City is not interested in engaging a broker, agent or consultant who proposes to work on a fee basis to market the property or act as a real estate advisor to the City.

## **SITE INFORMATION**

Eureka is a distinct and independent City shaped by its scenic Northern California coastal setting and nearby redwood forests, rich timber and maritime heritage, unique deep-water shipping port, extensive waterfront and historic core area, architecturally-rich residential neighborhoods, and desirable small town sense of community. Situated 270 miles north of San Francisco on Humboldt Bay, Eureka is the largest coastal City between San Francisco and Portland and serves as the hub of government, health care, commerce and the arts for the surrounding region.

The City's [2040 General Plan](#), adopted on October 18<sup>th</sup>, 2018, includes 2112 Broadway within the commercial corridor identified as the Broadway Corridor and more specifically, Central Broadway. The primary entry to the City from the south, the Broadway Corridor includes a mix of strip and larger-scale retail, lodging and other services. This area is envisioned to increase in density with taller buildings, and to become a beautiful and well-coordinated entry-way into the City and a key retail and service-commercial corridor.

The land use designation for this property is General Commercial. Uses in this area include retail, office, restaurants, lodging, entertainment, outdoor sales, large product retail sales, storage, warehousing, wholesale, and residential uses. According to the City's General Plan, the area of the City surrounding the site is intended to be an intensive auto- and pedestrian-oriented commercial district, and provide for local, regional and visitor needs. Residential and office uses are primarily allowed only on upper floors and non-street-facing portions of buildings, and only as provided by the applied zoning district. The maximum floor area ratio (FAR) in General Commercial is 2.5. The City welcomes proposals that include amendments to the City's development standards, including increases in Floor Area Ratios, building heights, and other related standards.

The subject property is roughly one acre and has approximately 200 feet of frontage along Broadway and approximately 264 feet of frontage along West Hawthorne Street. The site is currently occupied by the Greater Eureka Chamber of Commerce who will be relocating to Downtown in the next few months.

## **REQUIRED STRUCTURE OF PROPOSAL**

The Proposal should take the following structure:

1. **Cover Letter:** On firm letterhead, identify the principal contact, providing the name, title, street address, email address, and telephone number, as well as all persons authorized to make representations for the respondent. The letter must indicate the type of organization of the respondent (e.g., individual, partnership, corporation, Limited Liability Company, joint venture, etc.). The letter must briefly summarize the respondent's proposal and be signed by an authorized agent of the respondent.
2. **Qualifications and Experience:** Summarize the respondent's development experience, including:
  - a. Examples of similar projects undertaken by the developer.
  - b. Administrative capacity to undertake the project.
  - c. Overall quality of the development team as shown by their previous experience, as well as that of their principals and participants.
  - d. Expertise in developing high-quality, projects of similar scope and scale.
  - e. Experience with development in the local Eureka market or similar markets.
  - f. Proposed development team members.
  - g. Submit three references for similar projects. If possible, include contacts at other municipalities you have worked with. Include name, title, telephone number and email address for the person to be contacted.
3. **Development Proposal:** This section of the proposal should explain the respondent's plan for development of the property, including:
  - a. Uses, Zoning, and Development Standards – Indicate the proposed uses for development of the property. While specifically identifying tenants/users is not required, responses that are able to identify specific users may have an advantage over unknown users. The respondent should indicate whether rezoning of the property is necessary to accommodate the project as proposed and/or if specific development standards (such as Floor Area Ratio or Building Height) are necessary to accommodate the project as proposed.
  - b. Design – Provide conceptual building elevations (if new buildings are proposed), indicating proposed materials, and a schematic site plan, including access to and from the property and any coordination with adjacent land uses, as appropriate.
  - c. Plan Consistency – Describe how the proposed development is consistent with the vision and goals of the [2040 General Plan](#).
  - d. Total Anticipated Investment – Provide an estimate of the total investment to be made in the development of the property.
  - e. Anticipated public benefit.
4. **Tax Generation:** Provide estimated taxes and other City revenues to be generated by the development.
5. **Development Schedule:** Provide an anticipated development schedule from the time the respondent owns the property to the completion of occupancy.
6. **Financial Capabilities:**
  - a. **Financial Capabilities:** While respondents are not required to supply specific information regarding their financial capabilities at this time, respondents must include in their response an affirmative statement indicating their willingness and ability to supply such information if selected as the developer. Such information will remain confidential.
  - b. **Legal Disclosure:** Disclosure of any judgments, bankruptcies, legal proceedings, or conflicts of interest to projects the respondent has developed, owned, or has a substantial ownership interest in.

7. **Other Required Materials:**

- a. Provide a statement that discloses any past, ongoing, or potential conflicts of interest (if any) that the respondent may have in executing the scope of work.
  - b. The proposal must be signed by an authorized representative of the respondent or organization.
  - c. Respondent must submit copies of their proposal to City by mail or hand delivery by the date listed at the beginning of this document. Postmarks will not be accepted.
  - d. Respondent must also submit a copy of their proposal to City by email to [developmentsservices@ci.eureka.ca.gov](mailto:developmentsservices@ci.eureka.ca.gov) by the date listed at the beginning of this document.
- **Proposed Purchase Price in separate sealed envelope:** Provide a statement of the proposed purchase price associated with the respondent's proposal. Place the statement in a separate sealed envelope. The City will only open the sealed envelope(s) of the top firm or, if necessary, the top two firms. All other envelopes will be returned to respondents unopened.

## **PROPOSAL EVALUATION**

The City of Eureka is using the competitive proposal process, wherein the experience and approach of each submitted proposal is evaluated. The City Manager will convene a Selection Panel at his/her discretion to evaluate the proposals and to make a recommendation to the City Council. The City will select the proposal that it judges to be in the best interests of the City. The City shall be the sole judge of its own best interests, the proposals, and any resulting development agreement and/or sales contract. The City's decisions will be final. The City's evaluation criteria will be based on the following:

1. Cover Letter and overall responsiveness to the RFP	5 points
2. Qualifications and experience of the respondent in planning, designing, permitting, building, and/or operating projects at the scale and intensity proposed	15 points
3. Quality of the development proposal, including: <ul style="list-style-type: none"><li>• Intended use(s) of the property, including any tenancies proposed</li><li>• Design and compatibility of the intended use with the surrounding sites</li><li>• Degree of aesthetic improvements to the site that would result from the proposed project</li><li>• Degree of public benefit</li></ul>	30 points
4. Ability of the property to generate property tax, sales tax, and/or transient occupancy tax	30 points
5. Anticipated timeframe for purchase and development	10 points
6. Financial capability of the proposed developer to complete the project	10 points
7. Other requirements	0 points <i>(but mandatory)</i>
<b>Total</b>	<b>100 Points</b>

The City of Eureka reserves the right to negotiate final project details with the successful firm. The City of Eureka reserves the right to reject any or all proposals, to waive minor irregularities in said proposals, and/or to negotiate deviations with the successful firm.

### **OPTIONAL PRE-BID MEETING:**

An optional pre-bid meeting will occur on the date listed at the beginning of this RFP. Any party interested in submitting a proposal is encouraged to attend the meeting. Parties interested in attending the meeting must call 707-441-4160 at least one day in advance to receive information regarding the time and location of the meeting. Parties interested in attending via conference call must call 707-441-4160 at least one day in advance to request a conference call number. During the meeting, City staff will present a brief overview of the RFP and the envisioned scope. Interested parties may then ask questions and staff will provide answers if possible. City staff will record all questions and answers. All questions and answers will be presented in Addendum #1 (see below).

### **SUBMITTAL OF QUESTIONS AND RELEASE OF ADDENDUM #1:**

In addition to questions asked during the pre-bid meeting, interested parties may submit questions via email. Questions regarding the RFP shall be submitted to the City via email ([developmentervices@ci.eureka.ca.gov](mailto:developmentervices@ci.eureka.ca.gov)) no later than 5:00pm on the date listed at the beginning of this RFP. One week after questions are due, the City will post Addendum #1 on the City's website. Addendum #1 will answer all of the questions posed, including those questions posed during the pre-bid meeting. The City is not responsible for any explanations or interpretations of the Request for Proposal other than by Addendum #1.

**DELIVERY**

All submittals shall be professional produced and printed in ink clearly and legibly, in conformance with this RFP. Proposals shall be printed double-sided on 8-1/2 x 11 inch paper. Seven (7) bound copies and one (1) unbound copy of the proposal shall be submitted in an envelope plainly marked on the outside: "Marketing Services Proposal." Proposals shall be mailed or hand-delivered to the Finance Department, first floor, 531 K Street, Eureka, California, 95501. It is the Proposer's responsibility to ensure that the RFP is received by the City prior to the hour and date for submittal of the proposal specified at the beginning of this document. Any proposals received by the City after the hour and date shall be rejected and returned unopened. Postmarks will not be accepted. The City is not responsible for proposals delivered to a person/location other than specified above. Applicants must also submit a digital copy of their proposal to the City by email to [developmentsservices@ci.eureka.ca.gov](mailto:developmentsservices@ci.eureka.ca.gov) by the date listed at the beginning of this document. All proposals, whether selected or rejected, shall become the property of the City. The City of Eureka is not responsible for any costs incurred in the preparation of proposals and/or any work rendered by a firm prior to the contract award.

**INTERVIEWS:**

The review panel may select a top-scoring firm on the date that the panel first meets. However, the panel may alternatively determine that a number of top-scoring firms will be interviewed and provided with refined post-interview scores. If deemed necessary by the review panel, the City will conduct interviews with the top-scoring firms on the date identified at the beginning of this RFP. Those firms selected for interviews will be notified on the day after the panel review. Selected firms will have up to six days to prepare interview materials/presentations. Selected interviewees will be invited to be interviewed in person, but may elect to be interviewed via a video conference call.

**CITY RESERVATION OF RIGHTS**

The City reserves the right, at its sole discretion, to use without limitation, concepts, and data submitted in response to this RFP, or derived by further investigation thereof. The City further reserves the right at any time and for any reason to cancel this solicitation, to reject any or all proposals, to supplement, add to, delete from, or otherwise alter this RFP if the conditions so dictate. The City may seek clarification from a potential Consultant at any time and failure to respond promptly may be cause for rejection. The City also reserves the right to interview only those firms that the City finds, in its determination, the most advantageous services and to negotiate with one or more vendors to establish contract terms acceptable to the City. The City of Eureka is not responsible for any costs incurred in the preparation of proposals and/or any work rendered by a firm prior to the contract award.