



DATE: June 3, 2009

TO: Honorable Mayor and City Councilmembers

FROM: Economic and Community Development Department

SUBJECT: **AUTHORIZATION TO ISSUE A REQUEST FOR QUALIFICATIONS TO IDENTIFY QUALIFIED PARTIES INTERESTED IN THE DEVELOPMENT OF EL CORAZON; AND DIRECTION TO STAFF REGARDING THE FUTURE ROLE OF THE EL CORAZON OVERSIGHT COMMITTEE OR SIMILAR CITIZENS' GROUP**

SYNOPSIS

Staff recommends that the City Council authorize the issuance of a Request for Qualifications (RFQ) to identify qualified parties interested in the development of El Corazon; and provide direction to staff regarding the future role of the El Corazon Oversight Committee (ECOC) or similar organization.

BACKGROUND

In 1994, the City of Oceanside acquired the approximately 465-acre former sand mining site which is situated south of Mesa Drive, east of El Camino Real, west of Rancho del Oro Drive and north of Oceanside Boulevard. The site contains varied topography and primarily consists of undeveloped vacant land. There are some uses currently on the site including a green waste composting facility, reclamation activities within a remnant mine tailings pond, and a recently completed senior center set to open in June of 2009.

In 1995 the City Council directed staff to develop a long-range Vision Plan to guide the development of the site. Subsequently, the City Council established the El Corazon Planning Committee ("ECPC") in 2003 to continue the future planning of El Corazon. As a result of ECPC's efforts, the City Council accepted the El Corazon Land Use Master Plan ("Master Plan") in 2005 and also formed a new committee, the El Corazon Oversight Committee ("ECOC") to oversee the process of preparing the Specific Plan in conformity with the Master Plan. Through the work of the ECOC and City staff the El Corazon Specific Plan ("Specific Plan") was drafted in 2007. Both the Specific Plan and the Environmental Impact Report ("EIR") will be heard by Council as a separate action at the June 3, 2009, Council meeting

The Specific Plan and the corresponding EIR propose a wide range of both active and passive park activities, natural open space and habitat, civic service uses, commercial land uses including hotel, office and retail developments, and a vertical mixed-use 300-

residential-unit alternative. The Specific Plan and the EIR were presented to the Planning Commission on April 20, 2009. The Planning Commission recommended by a 7-0 vote that the City Council certify the EIR and also recommended by a 7-0 vote adoption of the Specific Plan with the residential alternative (Alternative II). The ECOC unanimously supports the Specific Plan created by the ECOC and is agreeable with the Planning Commission's recommendation regarding Alternative II, which calls for up to 300 vertical mixed-use units, as an allowable future use of the site in light of changing economic conditions.

ANALYSIS

Request for Qualifications

The implementation and full build-out of El Corazon as envisioned by the Specific Plan is a massive development project that is expected to span a period of 15 to 20 years. The development of El Corazon will depend on a number of factors including the demand for revenue-generating land uses, the demand for recreational facilities, and the availability and viability of different sources of funding to develop the site. The issuance of a Request for Qualifications ("RFQ") to identify parties interested in the development of El Corazon is one of the first steps in helping staff address and analyze such factors.

The issuance of the RFQ and the more definitive Request for Proposals ("RFP"), as a subsequent step once qualified parties are identified, is intended to assist the City in exploring private sector development options related to developing El Corazon. The RFQ and RFP process is valuable in helping the City determine options to develop El Corazon in accordance with the Specific Plan in a timely manner with the least public cost. A copy of the RFQ is attached as Exhibit "A".

The RFQ is structured in such a fashion to create opportunities for a wide variety of public/private sector options to develop El Corazon. The RFQ will seek development options ranging from a master developer of the entire site to having the City act as the master developer and working directly with tenants and recreational operators. Accordingly, the City is interested in looking at an RFQ from individuals, companies and/or teams. Staff feels that this approach would give the City the widest range of option in the timely development and least financial burden on any type of public funding. Should the City Council adopt the Specific Plan and the EIR Alternative II, staff is requesting that the Council approve the RFQ as presented, with minor changes necessary to accommodate the EIR Alternative II, without having to bring the RFQ back for a second time, for Council approval.

The RFQ will be advertised and sent to interested parties in June 2009. There will be a 120-day period in which an interested party or team can submit a response to the RFQ to develop El Corazon in accordance with the Specific Plan. The response to the RFQ will need to include such items as:

- A brief description of the individual, company or team philosophy as it pertains to the development, operation and/or use of El Corazon.
- A description of relevant experience and similar projects which clearly demonstrates the requisite expertise in the applicable development, operation and/or use.
- Experience involving the process of using public sector and/or government owned or controlled real property.
- A detailed description of the individual's, company's or team's profile, including range of capabilities and services to be provided.
- A description of the individual's, company's or team's financial capabilities.
- A description of any litigation involving the individual, company and/or team submitting the RFQ.
- A detailed description of what type, if any, financial participation or assistance from the City is requested.

The City reserves the right to select certain individuals, companies, portions of a team or a combination thereof which the City believes would best serve the overall development and the citizens of the City of Oceanside, and/or to reject all statements of qualifications

Upon expiration of the 120-day period in which to submit qualified RFQs, staff will evaluate the RFQ packages. Initially, staff will conduct a review to determine the completeness. Thereafter, those RFQ packages that are deemed completed will be evaluated by staff. Additional information may be requested at this time and could include interviews. Staff will then select individuals, companies, teams or any combination thereof, which will then be asked to submit the more detailed RFP. Staff will develop and present the RFP document and the process for review for City Council approval as the RFQ evaluation and selection process nears conclusion.

El Corazon Oversight Committee

The ECOC was established on November 2, 2005 at the request of the City Council with the mandate to:

1. Engage the public in determining what would ultimately be developed at El Corazon;
2. Assist in the completion of the Environmental Impact Report (EIR); and
3. Complete the Specific Plan for the site.

The ECOC has substantially completed the work program set out for them by the City Council. The Specific Plan contains an Implementation Section (Section 5 beginning on page 5-1) that calls for a specific, ongoing oversight role for the ECOC through the entire development of the project, an estimated 15-20 years. The ECOC feels very strongly about the need to continue with a citizens' oversight group to ensure that El

Corazon is developed following the Specific Plan guidelines. The ECOC's recommendation regarding its long-term role is explicitly contained in the Implementation Section of the Specific Plan.

In light of the potential City's Advisory Group streamlining efforts, staff is seeking Council direction regarding the status of the ECOC, or similar organization, for the future. Should the Council determine a need for ongoing specific oversight of the project, in addition to the future role of the Planning Commission and/or future fundraising capabilities, Council could select to either:

1. Create an additional Commission following all of the City's standard procedures for all other advisory bodies, i.e., bylaws, terms qualifications, appointment process, attendance requirements, etc.; or
2. Ask another currently established advisory group, e.g., Planning Commission or the Parks and Recreation Commission to oversee El Corazon issues; or
3. Create a separate 501(c)(3) nonprofit organization for the primary purpose of fundraising and oversight, if it is the Council's desire; or
4. Defer this discussion until after the completion of the RFQ process.

Should the Council desire to continue with a dedicated El Corazon oversight function in the future, staff would recommend creating an additional Commission which would necessitate terminating the role of the current ECOC and establishing a new commission with all the appropriate City standard requirements. As Council is aware, the current ECOC members were appointed by specific Councilmembers, without any term limits, bylaws, etc. The ECOC members are not subject to the Political Reform Act of 1974 reporting requirements. Should the Council choose this option, bylaws, an enabling resolution and a workplan would be developed and would be brought back to the City Council for consideration.

FISCAL IMPACT

At this time, there is no fiscal impact to the General Fund. As the City moves forward, funds may be needed, at which time staff will request the requisite funding.

INSURANCE REQUIREMENTS

Does not apply at this time.

COMMISSION OR COMMITTEE REPORT

The Request for Qualifications has been reviewed and approved by the ECOC, which believes that there should be an ongoing citizens' advisory body to oversee the development of the site as called for in the Specific Plan.

CITY ATTORNEY'S ANALYSIS

The City Attorney's office has reviewed the Request for Qualifications and approved it as to form.

RECOMMENDATION

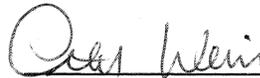
Staff recommends that the City Council authorize the issuance of a Request for Qualifications to identify qualified parties interested in the development of El Corazon, including any changes necessitated by the Council's potential selection of the EIR Alternative II; and provide direction to staff regarding the future role of the El Corazon Oversight Committee or similar organization.

PREPARED BY:



Douglas E. Eddow
Real Estate Manager

SUBMITTED BY:



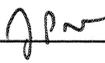
Peter A. Weiss
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REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager



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Jane McVey, Economic and Community Development Director



EL CORAZON

REQUEST FOR QUALIFICATIONS

I. OVERVIEW

1. Background:

The City of Oceanside has the unique opportunity to develop a 465-acre parcel of city-owned land in the heart of the City; the property has been named “El Corazon”, which means “heart” in Spanish. The development of the area will be directed by the El Corazon Specific Plan. The El Corazon Specific Plan has designated the property for a blend of open space and habitat area, passive and active recreational uses, and mixed-use commercial and office development. El Corazon is intended to be a comfortable place for Oceanside residents and visitors to Oceanside to gather, shop, stroll, play, and relax. The transition to this balance of land uses over time will create a unique activity point that is the heart of Oceanside.

The vision for El Corazon is to create a 465 acre park in the center of Oceanside with a rural look and feel to the trails, roads and amenities so that the park provides an escape from city life. El Corazon will be shaped into an identifiable and inviting place with an abundance of park spaces and a selection of commercial and community activity such as:

- Commercial development characterized by intimate streetscapes lined with unique storefronts (i.e. Village Commercial District), as well as larger-scale retail and office complexes (i.e. Oceanside Boulevard Commercial District) and community/public gathering areas.
- Hotel uses that will accommodate visitors to the park and the entire City.
- Community recreation sites that offer children and adults places to play and be active, as well as to relax and enjoy the natural environment.
- Recreation facilities planned at El Corazon include both traditional and non-traditional activities such as fields which can be used for soccer and other field sports, baseball and softball, playgrounds, passive recreational spaces, an aquatic center and a skateboarding and BMX park.
- Habitat conservation areas will provide protection for endangered plant and animal species and will maintain a section of the natural environment within the bounds of a growing city.

The Environmental Impact Report for the El Corazon Specific Plan examined an alternative for vertical mixed-use residential and commercial development for part of the available commercial acreage. Therefore, this RFQ will accept information from developers interested in this

alternative. However, at this time the El Corazon Specific Plan does not include a vertical mixed-use residential and commercial component. In the event this alternative plan is implemented, a formal amendment to the El Corazon Specific Plan will be required.

2. Objective

The City of Oceanside wants to explore all of its development options related to El Corazon to achieve the objective of developing El Corazon in accordance with the Specific Plan in a timely manner with the least public cost. The City's participation in the development of El Corazon could range from acting as the master developer and working directly with tenants and recreational operators to only leasing the land to a master developer. The City's involvement could also be participating in a joint venture or other type of development partnership. At this point in time, the City is interested in looking into the option of soliciting statements of qualifications from master developers wishing to develop the entire site; developers experienced in the development of individual recreational facilities, land development projects, and/or commercial developments; and from recreational operators and representatives of major tenants.

This RFQ is intended to create opportunities for a wide variety of teams to potentially undertake portions of this project; or to potentially have one master developer. For example, a team may include a land developer, a recreation facilities developer, and a commercial developer or a team may consist of a commercial developer, a recreational operator, and representatives from commercial and recreational major tenants. Soliciting qualifications from a variety of types of developers will place the City of Oceanside in the best position for realizing the community vision for El Corazon in the near future.

**** Please be advised that any entity, company and/or individual or combination thereof submitting a statement of qualifications does so with the express understanding that the City of Oceanside reserves the right to select certain entities, companies, and/or individuals, or a combination thereof, which includes, but is not limited to selecting members of different teams, who the City believes would best serve the overall development and intent of the El Corazon project. This right also includes the City acting as the master developer. Entities, companies, and/or individuals so selected will be asked to submit a Request for Proposal at a future date, as modified if so required. Further, notwithstanding the issuance of this RFQ and the receipt of responses thereto, the City also reserves the right to pursue other development options related to El Corazon in addition to the options described above and/or to reject all statements of qualifications.***

3. City of Oceanside Summary:

The City of Oceanside, located in northern San Diego County, is a picturesque Pacific Coast community located only 35 miles north of the City of San Diego and 83 miles south of Los Angeles. The City of Oceanside is situated along Interstate 5 in a prime Southern California location. The City is bordered by the Pacific Ocean to the west, natural habitat areas of the U.S. Marine Corps Base - Camp Pendleton to the north and semi-rural development to the east. To the south, the City begins the transition into the growing metropolis of the San Diego region.

Oceanside residents enjoy a blend of coastal beauty, breathtaking vistas, and a wide variety of lifestyles and activities. The City of Oceanside encompasses 42 square miles and enjoys cultural and ethnic diversity among its 178,000 citizens. The City has more than 30 parks, 2 public golf courses and 217 acres of parkland, not counting El Corazon. Additionally, Oceanside is the home to 3.5 miles of sandy beaches, a municipal fishing pier, a harbor with restaurants and shops, a municipal airport, popular bike trails along the San Luis Rey River and the Coastal Rail Path and the historic San Luis Rey Mission.

II. BACKGROUND

1. Property Description:

The 465 acre El Corazon property is surrounded by the following major streets within the City of Oceanside - El Camino Real to the west, Mesa Drive to the north, Rancho del Oro Drive as the eastern boundary, and Oceanside Boulevard as the southerly boundary. Due to limited access and steep slopes, as well as the former use of the site as a mining operation, the property was isolated from surrounding development for an extended period of time. The orientation and elevation of El Corazon creates distant views of the Pacific Ocean, hills and riparian corridors.

2. History of El Corazon:

In 1994, approximately 465 acres of vacant property was donated to the City of Oceanside by the U.S. Silica Company. The property was previously used for mineral mining operations for six decades. Due to its location at the geographical center of the Oceanside City limits, the property was given the name “El Corazon de Oceanside” meaning the “Heart of Oceanside” in Spanish.

In 1995 following the acquisition of the property, the City Council directed City staff to develop a long-range plan to create a “Vision” which would help guide the general land use for the newly acquired property. The City staff asked citizens to participate in the vision concepts and encouraged participation in establishing a common goal for El Corazon. Through public participation an El Corazon de Oceanside Vision Concept was formed and created a Vision Plan.

In 2002, an initiative was placed on the ballot to preserve the land as parkland with up to 20% of the land to be used to create revenue to pay for the park. This initiative was narrowly defeated in November 2002. This community focus led the City Council to establish a new citizens’ planning process. The El Corazon Planning Committee (ECPC) was created.

Building on the prior Vision Plan, the ECPC developed an eleven point goal statement to guide the next level of the planning efforts for El Corazon. Through the efforts of the ECPC and extensive public outreach programs the El Corazon Land Use Master Plan was developed and approved by the City Council in August 2005. The El Corazon Land Use Master Plan provided the basis for the El Corazon Specific Plan and the establishment of a new group, the El Corazon Oversight Committee (ECOC), to assist in the preparation thereof. The ECOC continues to work on the project to this date.

3. El Corazon Specific Plan:

Through the efforts of the ECOC, the El Corazon Specific Plan was recently adopted by the City Council to guide development of the property. As previously mentioned, the development of El Corazon will be in accordance with the El Corazon Specific Plan. The El Corazon Specific Plan divides the site into six districts. For each district, the Specific Plan details a particular vision for future development with development standards, customized allowable uses, and design guidelines that support the scale and character of the districts that ties into the overall vision for

El Corazon. The six districts are listed and discussed below and are illustrated on the District Map:

- Parks and Recreation (212 acres)
- Habitat (164 acres)
- Civic Services (34 acres)
- Hotel (11 acres)
- Village Commercial (19 acres)
- Oceanside Boulevard Commercial (25 acres)

a. *Parks and Recreation District (212 acres)*

One of the greatest opportunities El Corazon offers to the local recreational community is the ability to absorb the increased need for more sports fields and park spaces through the 212 acres of Specific Plan Area dedicated to park space. The fields and park spaces will be accessed on the perimeter by roadways and parking areas, and accessed internally by pedestrian paths and a grand pedestrian promenade that bisects the park. Park program elements include fields that can be used for soccer and other field sports, baseball and softball fields as well as passive recreational areas, such as playgrounds, covered picnic pavilions, and open play areas. Park sites may include concessions, restrooms and storage buildings. A docent center will also be located in the Parks and Recreation areas at the trailhead for the Habitat District pedestrian trail system. In the “heart” of the park, a plaza and bandstand will unite the active park and the Community/Cultural Center campus. This plaza will contain a playground, bandstand, and interactive fountain to provide a location for public art and festival activities.

b. *Habitat District (164 acres)*

The habitat areas of El Corazon comprise approximately 164 acres and contain land dedicated to natural habitat, conservation, and native open space areas. Along the north and west peripheral edges of El Corazon and part of Garrison Creek Detention Basin is a 150-acre contiguous habitat preserve protected by steep hillsides and thick riparian vegetation. Along with a 14-acre area along the northern boundary of Oceanside Boulevard, this habitat area is part of a wildlife corridor that supports many species of birds, including the Least Bell’s Vireo and California Gnatcatcher, two endangered native birds. The Habitat District provides access for wildlife to a continuous corridor of habitat from Highway 78/Buena Vista Creek to Camp Pendleton.

Most of the habitat area is naturally sheltered from the rest of the activities planned for El Corazon due to its difficult terrain and dramatic elevation change. The development approach for El Corazon places the more intensive land uses such as public facilities, commercial, and other active uses the farthest away from the habitat areas to minimize impacts to wildlife. The Habitat District contains solely natural habitat areas and hiking-only trails. No other uses will be allowed in these areas. There will be three main trailheads within the Habitat District.

c. *Civic Services (34 acres)*

The Civic Services area totals 34 acres and is comprised of the following four sites: 1) Senior Center, 2) Community/Cultural/Library Center, 3) Recreation Center, and 4) an area that is the temporary location for the Green Waste facility, which could eventually be planned for either future park expansion or a Public Safety Center.

The 7 acre Senior Center site is immediately adjacent to the Community/Cultural/Library Center land use area and the Village Commercial District. The Senior Center site is also located near the major roadway intersection of the El Corazon project site. The Senior Center is considered a pre-existing condition to this Specific Plan, as plans for the Senior Center were approved by the City prior to adoption of this Specific Plan.

Located adjacent to the Senior Center is the 6 acre Community/Cultural/Library Center site. This facility will provide educational, social, and civic opportunities for the community. The Civic Services component of the park also contains a Recreation Center land use area, which will contain an aquatic center with a competition size swimming pool and a skate/BMX park.

The future expansion area of the Civic Services acreage could change uses over the next several years. This part of the park will initially be developed into a Green Waste Facility. In the event the Green Waste Facility is relocated to another location in Oceanside, the site could be redeveloped into additional park space or potentially a Public Safety Center for the City of Oceanside, which is currently undergoing its own assessment.

d. *Hotel (11 acres)*

The Hotel District is planned to occupy two parcels of land within the site totaling 11 acres. The two hotel sites are intended to feature distinct hotel designs. One hotel is planned as a vacation destination designed to cater to and pamper guests. This destination hotel with 150 rooms is located at the highest elevation at El Corazon and will have commanding views of the large adjacent park and open space areas, as well as a quieter setting.

A second hotel is proposed for a five-acre site and is envisioned to serve the more functional recreational, business, and possible residential land uses of the El Corazon site and surrounding area. This hotel site is also planned for 150 rooms as a more urban compact form than the destination. This second hotel site is located near the Rancho del Oro Drive entry to the park. However, this second site is currently not available for development as part of this RFQ as it is not under the control of the City. This second hotel site is privately owned, which owner has indicated that they are going to develop a hotel on the site in addition to some retail and office product.

e. *Village Commercial (19 acres)*

The Village Commercial area occupies 19 acres of El Corazon. The Village area allows for retail shopping, restaurants and other appropriate uses. The site could contain up to approximately 168,000 square feet of commercial uses and approximately 80,000 square feet of

second floor boutique office space. This mixed-use area is intended to contain specialty retail that is complementary and compatible with adjacent park, community, cultural and surrounding land uses. Example uses desired in the Village Commercial area include cafes, coffee house, restaurants, sports shops, ATMs, kiosks, service and other lifestyle uses. The Village Commercial is immediately adjacent to the Oceanside Boulevard Commercial area.

f. Oceanside Boulevard Commercial (25 acres)

A 25 acre site adjacent to Oceanside Boulevard is planned for approximately 167,000 square feet of commercial development and approximately 165,000 square feet of office uses. This site could be available for traditional commercial retail and service uses that could serve the surrounding areas, such as business products stores and services, sporting goods shops, fitness clubs, and full-service and fast food restaurants. The site could also contain offices and light industrial (technical) uses.

4. Environmental Impact Report

An Environmental Impact Report (“EIR”), in conjunction with the El Corazon Specific Plan, was recently certified by City Council. The EIR analyzed the potential environmental impacts associated with the El Corazon project. Any development, operation and/or use of El Corazon will need to address the potential environmental impacts identified in the EIR for El Corazon.

In addressing the issues described in the EIR, a developer, operator and/or tenant may need to incorporate methods that could reduce the magnitude of the potentially significant impacts of the project and/or incorporate alternatives that could reduce the magnitude of potentially significant impacts or propose more effective use of the project site consistent with the EIR and the Specific Plan. Developers, operators and/or tenants are encouraged to thoroughly review the EIR prior to the submission of a RFQ.

5. Estimated Infrastructure Improvement Costs

In 2006, an engineering company was tasked to prepare a preliminary engineer’s estimate of the probable infrastructure improvement costs for the overall El Corazon site. The probable infrastructure costs, based upon a preliminary grading plan using the site plan set forth in the El Corazon Master Plan, only addressed on-site items such as: earthwork (excluding tailing pond remediation); basic landscaping and irrigation; drainage; street improvements; water; sewer; and miscellaneous items such as bridges, etc.

The preliminary 2006 estimate of the probable infrastructure improvements, as generally described above, was in the range of \$25 to \$30 million (in 2006 dollars). The estimated probable infrastructure improvement cost does not address the “vertical” development (e.g. buildings and other structures) costs of the core recreation areas or the commercial areas as shown in the El Corazon Master Plan. An estimate of the total cost to develop the core recreational areas of El Corazon, which include such areas as park land, playing fields, park amenities, parking areas and the park roadways was estimated at \$54 to \$57 million (in 2005 dollars).

The preliminary engineer's estimate of the probable infrastructure improvement costs shown above is informational only. The City does not represent that the above estimates are accurate or include all costs associated with the development of El Corazon and nor should any individual, company and/or team rely on such information as accurate in submitting a RFQ. Any individual, company and/or team submitting a RFQ that includes the development of all or a portion of El Corazon, who is later selected to submit a RFP and is eventually selected to develop any portion of El Corazon, will be required to undertake its own due diligence and analysis of the infrastructure and other related improvements costs associated with the development of El Corazon.

III. DEVELOPMENT PARAMETERS

1. The Vision Statement:

The vision for El Corazon is to create a 465-acre park in the center of Oceanside with a rural look and feel to the trails, roads and amenities so that the park provides an escape from city life.

El Corazon is designed as a place for everyone. Nature lovers will enjoy acres of solitude while hiking natural areas. Teams can hold tournaments and meet at well designed sports complexes. Open meadows beckon residents for family fun, parties or lazy afternoons. Community facilities provide gathering places for music, cultural and social events. Commercial development opportunities will also need to integrate with the other areas of the park to be in accord with the vision for El Corazon.

2. Core Development Goals:

The City of Oceanside, through the El Corazon Specific Plan, has developed a concept plan for the El Corazon site that maximizes the use of the property's central location in the City, panoramic views, and existing topography. A combination of passive and active recreational park spaces, natural habitat areas, public spaces, a variety of types of commercial development, and a potential vertical mixed-use residential and commercial development area are the significant components of the design for El Corazon.

Developers, operators, and the major tenants interested in being a part of El Corazon need to develop and use El Corazon consistent with the parameters of the El Corazon Specific Plan and to focus on the following development parameters:

- Provide active and passive recreational facilities and uses.
- Provide educational/cultural facilities and uses.
- Develop fiscally balanced future uses.
- Retain City ownership of El Corazon by utilizing long-term leases. **There will be no sale of any portion of El Corazon.**
- Retain portions of El Corazon as open space and habitat.
- Assure compatibility of future uses with the surrounding areas.
- Allow for compatible public facilities.
- Emphasize pedestrian or non-vehicular transportation on the site.
- Provide for a variety of visitor-oriented land uses.
- If not feasible for concurrent development of the entire site, phase development over time.
- Commercial uses should complement other El Corazon uses.
- If such alternative is selected, the vertical mixed-use residential and commercial component should complement other El Corazon uses.

3. Development Components:

The City of Oceanside is soliciting a statement of qualifications from developers, operators, and organized representatives of major tenants with proven track records that reflect the ability to design and deliver a high quality product that manifests the objectives of the El Corazon Specific Plan. Whether the individual, company or team is submitting a statement of qualifications for all, some, or any one of the various use components of the El Corazon Specific Plan, the underlying concept is to make certain that all designated uses are integrated as reflected in the El Corazon Specific Plan.

Again, as previously mentioned, any entity, company and/or individual or combination thereof submitting a statement of qualifications does so with the express understanding that the City of Oceanside reserves the right to select certain entities, companies, and/or individuals, or a combination thereof, which includes, but is not limited to selecting members of different teams. This right also includes the City acting as the master developer.

The RFQ for the development of the El Corazon project can be generally broken down into the following five separate components for the purposes of determining who may be submitting statements of qualifications:

a. Master Developer

Those entities submitting under this category should possess the expertise in the development of master planned communities or developments that have a mixture of office and retail products and recreational components.

b. Commercial Developer

Those entities submitting under this category should possess knowledge and experience in the development of a mixture of office and retail products.

c. Representative of Commercial Major Tenants

Those companies and/or individuals submitting under this category should have a track record of successful experience in the development and/or occupancy of office and retail projects for their respective end use.

d. Recreational Operator and/or Representative of Recreational Major Tenants

Those companies, organizations, and/or individuals submitting under this category need to have experience and a proven ability to operate and/or utilize a recreational-related activity that is compatible with the uses set forth in the El Corazon Specific Plan.

e. Vertical Mixed-Use Residential and Commercial Developer

If such alternative is selected, those entities submitting under this category should possess expertise in the development of a vertical mixed-use residential and commercial development.

This expertise can also be in conjunction with that of a master developer and/or commercial developer as described above.

** Master development, commercial development, and/or vertical mixed-use residential and commercial development expertise should be in land development projects or both land development and vertical product development projects. Those entities, companies, and/or individuals whose expertise crosses over other components are also encouraged to submit a statement of qualifications.*

IV. SUBMISSION REQUIREMENTS

The Request for Qualification Packages must follow the format outlined below and all requested information must be supplied:

1. Cover Letter:

At least a two (2) page letter describing the key qualifications and experience of the individual, company or team, the specific interest in the El Corazon project and why the individual, company or team (individually or collectively) should be chosen to proceed to the next step in the selection process, which is the submittal of a Request for Proposal.

2. Individual, Company or Team Philosophy and Development/Operation/Use Plan:

A brief description of the individual, company or team philosophy as it pertains to the development, operation and/or use of El Corazon. Additional information to be provided as follows:

- a. *Master Developers and Commercial Developers.* Those individuals, companies or teams that fall under this category, please provide a preliminary development plan for the applicable development of El Corazon that is of interest. The preliminary development plan should also set forth how the specific uses in the El Corazon Specific Plan will be addressed.
- b. *Recreational Operators.* Those individuals, companies or teams that fall under this category please provide a preliminary development and/or operational plan for the applicable development and/or use of El Corazon that is of interest.
- c. *Major Tenants.* Those individuals, companies or teams that fall under this category please provide information as to what service and/or use that will be provided by said tenant at El Corazon.

3. Relevant Experience:

A description of relevant experience and similar projects should be provided. The description should distinguish between the experience and projects of the individuals and team, if applicable. A list of similar projects completed by the individual, company or team, which clearly demonstrates the requisite expertise in the applicable development, operation and/or use of that particular portion of the El Corazon project that said individual, company or team would like to participate, should also be provided. Relevant experience, especially pertaining to developers, should also include, but not be limited to the following:

- a. Prior experience or projects involving the process of using public sector and/or government owned or controlled real property. This would include projects requiring public sector and/or governmental commissions and/or community related advisory group approvals, in addition to the typical jurisdictional and public sector and/or governmental approvals.

- b. A direct party to an Exclusive Negotiation Agreement, Memorandum of Understanding, Development and Disposition Agreement or other similar contractual obligation with a public sector and/or governmental entity.
- c. Preparation of applications and related documents pertaining to the California Environmental Quality Act or other similar or comparable environmental review process.
- d. A lessee, sublessee or party to a long-term ground lease or similar real property right or interest other than by fee simple ownership, preferably with a public sector and/or governmental agency.
- e. Any experience related to a partnership, joint venture or other similar real property contractual relationship with a public sector and/or governmental entity.

4. Development and/or Operating Qualifications:

Please include a detailed description of the individual, company or team's profile, including the range of capabilities and services as it relates to the particular aspect of El Corazon that said party is seeking such qualification. The profile should include references for similar projects and a contact person or persons together with applicable contact information.

5. Financial Qualifications and History:

Please include a description of the individual, company or team's financial capabilities to develop and/or operate its particular area of qualification or expertise. Master developers and commercial developers if applicable, should also set forth their relevant experience in the financing of significant infrastructure improvements similar to those required for the development of El Corazon. Relevant financial qualifications should also include the following information:

- a. Audited financial statements or similar financial information of the applicable individual, company or team, which reflects a financial capacity to undertake the development and/or use proposed. Said information will be held in strict confidence and not available for public review.
- b. References from financial institutions or other sources of funding together with contact names and relevant information.
- c. History of past developments and or projects and the financing involved.
- d. Prior experience or projects involving the financing for public-private partnerships or other similar arrangements.
- e. Prior experience or projects involving improvement districts, community facilities districts or other similar financing mechanisms.

6. Litigation History:

Please include a description of any litigation involving the individual, company and/or team submitting the RFQ, which is in any way associated with the development, operation and/or use related to a real estate transaction or development application process. If applicable, please

provide any information related to said litigation, including case name and number, the venue of the case, and the outcome.

7. Financial Assistance or Participation:

If any individual, company and/or team submitting the RFQ is desirous or requires some form of financial assistance or participation from the City in any form or manner, including but not limited to financing, lease contributions, etc., please provide a detailed description of what type and the amount of financial assistance or participation is requested. The request for financial assistance or participation shall apply to any category of developer, operator and/or major tenant submitting a RFQ.

V. SUBMITTAL DIRECTIONS

1. Package to be Submitted:

Five (5) bound copies and one (1) unbound copy of the Request for Qualifications Package must be submitted. Questions regarding this Request for Qualifications and the City's specific submission requirements may be directed to Douglas E. Eddow, Real Estate Manager. He can be reached by telephone at (760) 435-5012, or by e-mail at deddow@ci.oceanside.ca.us.

2. Due Date of Package:

All Request for Qualifications Packages must be submitted no later than 4:00 p.m., on _____, 200_, and addressed to:

Douglas E. Eddow
City of Oceanside, Property Management
300 North Coast Highway
Oceanside, CA 92054

** Incomplete RFQ Packages and RFQ Packages received after the deadline noted above will not be considered.*

VI. EVALUATION & SELECTION PROCESS:

1. Evaluation of RFQ Packages:

The evaluation of the RFQ Packages will be based on the following criteria:

(a) *Relevant Experience.* The individual, company or team's demonstrable and documented experience with respect to similar developments, operations and/or uses, past record of performance in similar projects related to control of costs, quality of work and meeting deadlines.

(b) *Organization and Structure.* A primary desired quality of the individual, company or team includes the commitment of an experienced and professional individual or management team throughout the life of the project. Reference checks will be made to evaluate the consistency, level of professionalism, and responsiveness.

(c) *Financial Resources.* Evidence of financial resources to plan, develop and/or operate upon the property in addition to demonstrating a history of maintaining significant equity/cash positions in such projects and providing long-term investments to enhance the quality and success of projects. Financial information should be under separate cover and if requested, will be held in strict confidence and not available for public review.

(d) *Preliminary Development Plan.* For those individuals, companies and teams interested in the development of any portion or all of El Corazon, the preliminary development plan for the applicable development of El Corazon that is of interest.

2. Selection Process:

(a) *Initial Review.* City staff will conduct an initial review of all Packages received. Any incomplete Package or a Package that fails to meet the basic qualifications for the project can be eliminated (the RFQ is limited to identifying an individual, company or team based solely on qualifications).

(b) *Evaluation Process.* An evaluation panel composed of City staff (and outside consultants, if needed, as determined by City staff in its sole and absolute discretion) will review the remaining RFQ Packages. The evaluation panel reserves the right to request additional information and may elect to visit completed projects that are referenced.

(c) *Interviews (optional).* The final individual, company or team may be interviewed by the evaluation panel at a date and time to be determined.

(d) *Selection.* Following the interviews (if done), the evaluation panel will make a recommendation to the City Manager for the selection of individuals, companies, teams or any combination thereof, who will then be asked to respond to a detailed Request for Proposals. The City Manager, at its discretion, may ask the City Council to approve the selection of individuals, companies, teams or any combination thereof.

VII. RESOURCES:

In submitting an RFQ Package, it is recommended that a number of documents from several sources should be reviewed and analyzed:

1. City of Oceanside (the following documents can be obtained from the City of Oceanside, Development Services Department, Planning Division or is available on-line at the City's website – www.ci.oceanside.ca.us):

- (a) City of Oceanside – El Corazon Specific Plan
- (b) City of Oceanside - El Corazon Environmental Impact Report
- (c) City of Oceanside Zoning Ordinance

2. SANDAG (the following volume document can be downloaded from their website - www.sandag.org):

- (a) City of Oceanside Draft Subarea Plan (as part of the regional Multiple Habitat Conservation Program)

VIII. OTHER TERMS AND CONDITIONS:

1. Right to Reject all RFQ Packages:

The City reserves the right to reject all RFQ Packages that are submitted. By submitting qualifications to the City, the party or parties submitting qualifications are also agreeing that the City retains the right to modify or suspend all aspects of the selection process and to waive any irregularities and/or defects as to form or content of the qualifications or any responses that are received. The cost of preparing any responses to this RFQ shall be borne solely by the respondents and will not be reimbursed by the City.

2. Vertical Mixed Use Alternative:

Any individual, company or team submitting a RFQ for the vertical mixed use alternative or for the development of all or a portion of El Corazon, which includes said alternative, should do so with the understanding that the vertical mixed use component is only an alternative in the El Corazon Environmental Impact Report (“EIR”) at this time. Should the development of El Corazon be approved by the City Council with this vertical mixed use alternative, additional entitlements will be required to develop said use.

3. Nondiscrimination Requirement:

By responding to this RFQ the applicant represents that it and any person or entity affiliated 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. Any subsequent contracts or agreements shall contain similar language and requirements pursuant to California law.