



## DEVELOPMENT OF DOWNTOWN PARKING LOTS

### REQUEST FOR PROPOSALS ORIGINAL

ISSUE DATE: 7/18/2019 & MINOR REVISIONS: 8/14/2019



## **1. OVERVIEW**

The City of Oceanside (“City”) has the unique opportunity to develop some of its City-owned downtown public parking lots. The downtown area of Oceanside has experienced a recent transformation from a sleepy military beach town of the 1960’s to a vibrant beachfront destination and community. In addition to its beautiful sandy beaches and iconic pier, the downtown area now has new hotels and mixed-use commercial/residential developments. Also under construction are two destination hotels, the Joie de Vivre Hotel and a Destination Hotels Resort scheduled to open in 2020.

## **2. OBJECTIVE**

At this time, the City is issuing this Request for Proposals (“RFP”) for the development of three (3) of its downtown surface parking lots (see attached map). The development opportunity consists of:

- 1) The 15,000 SF parking lot (Lot #34) at the southeast corner of Civic Center Drive and Tremont Street (APN 147-086-08);
- 2) The 15,000 SF parking lot (Lot #35) at the southeast corner of Pier View Way and Tremont Street (APN 147-087-12); and
- 3) The northerly 1.6 acre portion of the parking lot (Lot #26) on Myers Street at the terminus of Seagaze Avenue (portion of APN 147-350-16)

The City is seeking proposals for development of said parking lots (“Parking Lot or Parking Lots”) from a surface public parking lot to a public parking structure (“Parking Structure”) and a mixed-use commercial/residential and/or hotel development (“Development”). The City is desirous of increasing the number of public parking spaces on each of the Parking Lots as well as increasing revenue opportunities to the City from the Development (e.g., sales tax revenues and transit occupancy tax, etc.), and creating some form of a public amenity within the Parking Structure (e.g., plaza, etc.).

## **3. DEVELOPMENT CRITERIA**

Development of the Parking Lot or Parking Lots with the Parking Structure and the Development in conformance with the following respective development conditions:

- (a) The Civic Center/Tremont Parking Lot and Pier View Way/Tremont Parking Lot:
  - i) “D” Downtown District, Subdistrict 1, Commercial Retail and Office
  - ii) Commercial retail and office with residential with a height limit of 45 FT.
  - iii) Multi-family or hotel in a mixed-use development with commercial space with a height limit of 140 FT. is allowed with a Conditional Use Permit
  - iv) An increase to the current 30 public parking spaces in the Pier View/Tremont Parking Lot
  - v) An increase to the current 42 public parking spaces in the Civic Center/Tremont Parking Lot
  - vi) Provide a public amenity area (e.g., plaza, etc.)

(b) The Myers Street Parking Lot:

- i) "D" Downtown District, Subdistrict 5, High Density Residential
- ii) Multi-family allowed with a height limit of 35 FT.
- iii) Hotel use allowed with a Conditional Use Permit
- iv) An increase to the current 180 public parking spaces
- v) Provide a public amenity area (e.g., plaza, etc.)
- vi) Construction on the site cannot commence until 2021

**4. PROPOSAL CRITERIA**

The City is interested in soliciting proposals only from well-qualified entities and/or individuals with a record of accomplishment in the development of a Parking Structure combined with a Development. The RFP is for the development thereof on the Parking Lots (either separately or a combination thereof). The proposals submitted in response to the RFP will need to identify the following:

(a) The type and description of the Parking Structure and the Development improvements and other amenities (i.e., public, in common and/or private) the entity and/or individual would be developing on the Parking Lot or Lots.

(b) The financial capacity of the development entity and/or individual to pay for the development and construction of the Parking Structure and the Development improvements.

(c) The financial assistance, if any, required of the City in the development and/or construction of the Parking Structure and/or the Development (e.g., land cost, sharing of parking or other revenue generated from the Parking Structure and/or Development, construction of infrastructure improvements, etc.)

(d) The type of and the essential terms and conditions of the agreement with the City for the development, construction, financing (if applicable), etc., of the Parking Structure and the Development. Essential terms and conditions should include, but not be limited to, the type of interest in the land, and as applicable the sales price, length of lease term, rental and other revenue payments to the City, insurance requirements, maintenance obligations, etc.

**5. SUBMISSION REQUIREMENTS**

The proposals in response to the RFP must follow the format outlined below and provide all requested information:

(a) Cover Letter:

A letter describing the qualifications and experience of entity and/or individual interested in the development of the Parking Structure and Development, and the specific interest in the development of the Parking Lot or Parking Lots. Further, the letter should include why the City

should choose the entity and/or individual to proceed to the next step in the selection process, which is negotiating and entering into an agreement.

(b) Parking Structure and Development Description:

A description of the proposer's philosophy as it pertains to the development, operation and/or use of the Parking Structure and the Development. Please provide the following additional information:

(i) A preliminary development plan for the Parking Structure and the Development. The development plan information should describe what is proposed to be developed, how the project will be developed (e.g., phases of development), and how the project will be financed (together with any conditions associated therewith). The preliminary development plan will also need to include:

(1) A Preliminary Development Schedule – A proposed development schedule setting forth the time periods needed for: development design; approval of any entitlements; period of time to obtain financing; construction of the Parking Structure and Development; any conditions associated therewith in order to complete the development of the project; a detailed description of what and how the project will be financed and developed; a description of milestones or threshold events; and a description of the ramifications and/or consequences for the failure to meet milestones or threshold events (e.g., penalties, termination options, etc).

(2) A Preliminary Development Proforma – A Parking Structure and Development cost spreadsheet, which shall include, but not be limited to: setting forth specific line items and the costs in sufficient detail (such as soft costs, hard costs, financing costs, contingency costs, etc.); a schedule as to when said costs are anticipated to occur; the development assumptions together with the rationale associated therewith; and the anticipated or project return on investment or internal rate of return.

(3) A Tentative Construction Schedule – A construction schedule (similar to Microsoft Project format) setting forth: specific line items necessary for the completion of construction of the Parking Structure and Development (e.g., obtaining of permits, inspections, grading, off-site improvements, on-site improvements, etc.); any construction contingencies, etc.; and any other items as set forth in the Development Schedule above which are related to the construction of the project.

(4) A Preliminary Financial Plan – A financing plan, which shall include, but not be limited to the following: the proposed cost of the development of the Parking Structure and Development; a description of the type of financing (e.g., equity, debt both private and public) needed to develop the project and any costs associated therewith (e.g., broker fees, lender fees, attorney fees, etc.); a detailed description of the repayment obligations, amortization periods, etc. pertaining to the satisfaction of debt or other financial arrangements; any financing contingencies; and the applicable financing time periods.

(c) Relevant Experience:

A description of relevant experience and similar projects, preferably in the City of Oceanside, completed by the individual or entity that comprise the developer, which clearly demonstrates the requisite expertise in the applicable development, operation and/or use of the Parking Structure and Development should be provided. Relevant experience should distinguish between the experience and projects of the individuals, company or entity that comprise the developer, if applicable. Relevant experience should also include, but not be limited to the following:

(i) Prior experience on 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.

(ii) A direct party to a sale agreement, lease agreement or other similar contractual obligation with the public sector and/or governmental entity.

(iii) Preparation of applications and related documents pertaining to the California Environmental Quality Act or other similar or comparable environmental review process.

(iv) Experience as 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.

(v) Any experience related to a partnership, joint venture or other similar real property contractual relationship with a public sector and/or governmental entity.

(d) Development and/or Operating Qualifications:

Please include a description of the individual and/or entity's profile, including the range of capabilities and services as it relates to the Parking Structure and Development. The profile should include references for similar projects and a contact person or persons together with applicable contact information.

(e) Financial Qualifications and History:

Please include a description of the individual and/or entity that is part of the developer team, financial capabilities to develop and/or operate its particular area of qualification or expertise. Relevant financial qualifications should also include, but not be limited to the following information:

(i) Financial statements or similar financial information of the applicable entity and/or individual, 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.

- (ii) References from financial institutions or other sources of funding together with contact names and relevant information.
- (iii) History of past developments and or projects and the financing involved.
- (iv) Description of prior experience or projects involving the financing, if applicable, for public-private partnerships or other similar arrangements.

(f) Litigation History:

Please include a description of any litigation involving any entity and/or individual that comprise the developer, 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.

**6. SUBMITTAL DIRECTIONS**

(a) Package to be Submitted:

Submit three (3) bound copies and one (1) unbound copy of the proposal in response to the RFP. Direct questions regarding this RFP and the City’s specific submission requirements to Vicki Gutierrez, Senior Property Agent. Her contact information is: by telephone at (760) 435-5014, or by e-mail at [vgutierrez@oceansideca.org](mailto:vgutierrez@oceansideca.org)

(b) Due Date of Proposals in Response to the RFP:

Submit all proposals in responses to the RFP no later than 4:00 p.m., on Tuesday, September 24, 2019, and addressed to:

Vicki Gutierrez  
City of Oceanside, Property Management  
300 North Coast Highway  
3<sup>rd</sup> Floor, South Building  
Oceanside, CA 92054

Please mark on envelope: “RFP – Development of Downtown Parking Lot(s)”

*\* The City will not consider incomplete proposals in response to the RFP received after the deadline noted above.*

**7. EVALUATION & SELECTION PROCESS:**

(a) Evaluation of the Proposals in Response to the RFP:

The City will evaluate the proposals in response to the RFP based on the following criteria:

(i) *Relevant Experience.* The developer'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.

(ii) *Organization and Structure.* A primary desired quality of the developer includes the designation of an experienced and professional individual or management team who will be the point of contact with the City throughout the life of the project. Reference checks will evaluate the consistency, level of professionalism, and responsiveness.

(iii) *Financial Resources.* Evidence of financial resources to plan, develop and/or operate 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. Evidence of financial resources shall include such documentation as financial statements, credit reports and other similar financial reports generally accepted in the industry. Separately provide financial information, and if requested, will be held in strict confidence and not available for public review.

(iv) *Detailed Preliminary Development Information.* Review and approval of the required development information, including but not limited to the Preliminary Development Schedule, Preliminary Development Proforma, Tentative Construction Schedule and Preliminary Financing Plan.

(v) *Financial Benefit to City.* The cost to the City, if any, associated with the development and construction of the Parking Structure and Development in relation to the revenue benefit to the City.

2. Selection Process:

(a) *Initial Review.* City staff will conduct an initial review of all proposals in response to the RFP received. The City, at its sole and absolute discretion, can eliminate any incomplete proposal in response to the RFP or a proposal in response to the RFP that fails to meet the basic qualifications for the project.

(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 proposals in response to the RFP. The evaluation panel reserves the right to request additional information and may elect to visit any referenced similar completed projects.

(c) *Interviews (optional).* The evaluation panel may interview the final individual, entity and/or team 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 the developer and team, if applicable, to enter into negotiations of an agreement. The City Manager, at its discretion, may ask the City Council to approve the selection of the developer and team, if applicable.

**8. RESOURCES:**

In submitting a proposal in response to the RFP, the City recommends that the proposer review and analyze a number of documents from several sources:

(a). 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](http://www.ci.oceanside.ca.us)):

- (i) Zoning Ordinance (including the Coastal Zoning Ordinance)
- (ii) General Plan (including the recently adopted Economic Development Element, Energy & Climate Element, and Climate Action Plan)
- (iii) Local Coastal Plan
- (iv) Nine Block Pier Area Master Plan
- (v) City Parking Studies
- (vi) Economic Sustainability Study 2013 – 2018
- (vii) Trash Enclosure Guidelines
- (viii) Municipal Code (as it pertain to project specifics)

(b) SANDAG (the following volume document can be downloaded from their website - [www.sandag.org](http://www.sandag.org)):

(c) State of California CEQA Guidelines (including the new threshold for Vehicular Miles Traveled)

**9. OTHER TERMS AND CONDITIONS:**

(a) Right to Reject all Proposals in Response to the RFP:

The City reserves the right to reject any or all proposals submitted in response to the RFP. By submitting a proposal to the City, each responding party agrees 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 proposals received. The cost of preparing any proposals in response to the RFP shall be borne solely by the respondents and the City will not reimburse any cost associated therewith.

(b) Nondiscrimination Requirement:

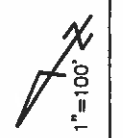
By responding to this RFP, the respondent represents that it and any person or entity affiliated with it, does not and will not discriminate against any employee or applicant for employment because of race, religion, sex, color national origin, sexual orientation, ancestry, marital status, physical condition, 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.



CHANGES	BLK OLD	NEW	YR CUT
350			
17	22	17	2354
03	24825	04	1173
18-21	PG37	13	33
4&5	26	16	1554

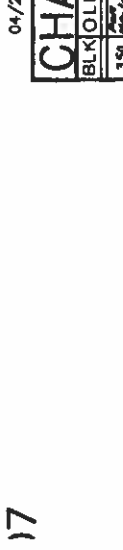
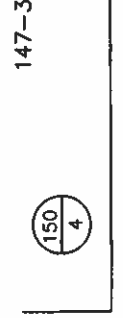
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1" = 760-166-08  
-09  
-11



147-273  
150-041,042  
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150-076

1" = 100'



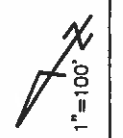
MAP 344-A J MYERS ADD  
MAP 219-BRYAN S ADD  
MAP 218-TYSON S ADD  
SEC 26-T11S-R5W-POR NW1/4(M313)  
ROS 9948, 12553, 12616, 13183,16664,19614

THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSES ONLY. NO LIABILITY IS ASSUMED FOR THE ACCURACY OF THE DATA SHOWN. ASSESSOR'S PARCELS MAY NOT COMPLY WITH LOCAL SUBDIVISION OR BUILDING ORDINANCES.

SAN DIEGO COUNTY  
ASSESSOR'S MAP  
BOOK 147 PAGE 35

147-273  
150-041,042  
150-04  
150-076

1" = 760-166-08  
-09  
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MAP 344-A J MYERS ADD  
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MAP 218-TYSON S ADD  
SEC 26-T11S-R5W-POR NW1/4(M313)  
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SAN DIEGO COUNTY  
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