REQUEST FOR QUALIFICATIONS AND PROPOSALS
Notice of Development Opportunity
Macdonald Avenue Corridor Properties

City of Richmond, California
Issued by the City of Richmond, CA City Manager’s Office
Submission Deadline: July 7, 2017 at 12:00 PM (PST)
REQUEST FOR QUALIFICATIONS AND PROPOSALS
Notice of Development Opportunity
City of Richmond, California
Macdonald Avenue Corridor Properties

City Council
Mayor Tom Butt
Vice Mayor Jovanka Beckles
Councilmember Ben Choi
Councilmember Eduardo Martinez
Councilmember Gayle McLaughlin
Councilmember Jael Myrick
Councilmember Melvin Willis

City Manager
Bill Lindsay

Stay updated on all Richmond Opportunity Sites:

http://www.ci.richmond.ca.us/OpportunitySites

http://www.oppsites.com – Search “Richmond, CA”
## Contents

1. **EXECUTIVE SUMMARY** .......................................................... 5
2. **NEIGHBORHOOD & COMMUNITY ASSETS** .............................. 7
3. **SITE VISION** ............................................................................. 17
4. **SITE AND PARCEL SUMMARY** ............................................... 20
5. **DEVELOPMENT TEAM SELECTION** ..................................... 33
6. **FIRST ROUND SUBMITTAL REQUIREMENTS** .......................... 34
7. **SECOND ROUND SUBMITTAL REQUIREMENTS** ....................... 35
8. **SELECTION CRITERIA, PROCESS, & SCHEDULE** .................. 37
9. **CITY NON-LIABILITY & RELATED MATTERS** ......................... 40
10. **PROCESS FOR SUBMITTING PROPOSALS** ............................ 41
11. **ATTACHMENTS** ..................................................................... 41
I. EXECUTIVE SUMMARY

Opportunity

This opportunity is for a series of parcels – outlined as four separate Opportunity Sites – intended to serve as major activity centers that serve as assets that facilitate the economic and cultural heart of the city, and connection to the greater Bay Area. Developments, where appropriate, should feature a blend of mid and high-rise mixed-use development to galvanize the major activity center to serve the community and region. Office, retail, entertainment and residential uses are allowed. Development should include minimal setbacks, wide sidewalks, and public spaces that cater to pedestrians and transit riders.

Qualified developers are welcome to submit individual proposals for each designated site, or one proposal for all available properties (See Section IV).

Site

This development opportunity includes several buildings and vacant parcels totaling 1.78 acres (individual lot sizes are available in Section IV). All parcels run parallel to Macdonald Avenue, Richmond’s historic commercial corridor. An aerial site photo is shown in Attachment 1.

This development opportunity is in close proximity to a variety of Richmond’s strongest assets, including the Richmond Multi-Modal Station (BART/Amtrak/AC Transit), Kaiser Permanente Richmond Medical Center, and a number of historic buildings and cultural facilities, including the East Bay Center for the Performing Arts.

Development Team

Qualified development teams must have substantial commercial and residential infill development experience. Teams must include an experienced urban infill architect and financial consultant.

Property Disposition

The City desires to execute a Disposition and Development Agreement (DDA) that includes, at a minimum, a scope of development, schedule of performance, pro-forma, and detailed development plan prior to any transfer of title.

Selection Process

The First Round of the review process involves the submittal of qualifications, a basic design concept master plan, and a preliminary financing plan. An evaluation of the submittals by a Review Committee will generate a “short list” of qualified development teams. Detailed master plans and proposals will
be sought during the Second Round of evaluations from the “short-list” of development teams. A Review Committee will interview and rank the “short-listed” development teams and the highest rated team will be recommended to the City Council to enter into an Exclusive Right to Negotiate (ERN) agreement for development of the property.

**Promotion Period**

City staff members will host two pre-proposal meetings to address questions and provide an overview of the Opportunity Sites.

**Pre-Proposal Meeting #1**

Wednesday, June 7, 2017 at 2:00 pm (PST)

City Hall, Pt Molate Room (Second Floor)
450 Civic Center Plaza
Richmond, California 94804

**Pre-Proposal Meeting #2**

Wednesday, June 14, 2017 at 2:00 pm (PST)

City Hall, Richmond Room (First Floor)
450 Civic Center Plaza
Richmond, California 94804

**Submission Deadline**

**Friday, July 7, 2017 at 12:00 pm (PST)**

**Questions**

Questions regarding this Request for Qualifications and Proposals must be submitted via email to Mike Uberti at mike_uberti@ci.richmond.ca.us, or on the website at www.ci.richmond.ca.us/OpportunitySites. Answers to questions received during the previous work week will be posted publicly at www.ci.richmond.ca.us/OpportunitySites by 5:00 pm each Monday.

If the City finds it necessary to issue an addendum, prospective applicants will receive e-mail notification of the addendum. It is also the proposer’s responsibility to periodically check the Richmond Opportunity Sites website to view answers to questions received.

Interested parties may download copies of the above mentioned proposal and all attachments by visiting the Richmond Opportunity Sites website at www.ci.richmond.ca.us/OpportunitySites.
II. NEIGHBORHOOD & COMMUNITY ASSETS

Diverse neighborhoods, pristine marinas, shopping, recreational and cultural amenities, and 32 miles of trail-lined shoreline (more than any other city in the San Francisco Bay Area) make Richmond among the most unique and desirable communities in California. This section identifies samples of the assets easily available to the Downtown neighborhood and Macdonald Avenue corridor, and complimentary to the surrounding Downtown’s growth, a focal point of Richmond’s development strategy. Richmond is ambitious and welcoming to smart growth, with an emphasis towards transit oriented development.

RICHMOND MULTI-MODAL TRANSIT STATION

Richmond’s Multi-Modal Transit Station is the only station in the Bay Area to serve BART, AC Transit bus service, and Amtrak/Capitol Corridor in one location.

Richmond’s Multi-Modal Transit Station is the only station in the San Francisco Bay Area to provide direct connections to the region’s commuter rail system, Bay Area Rapid Transit (BART), AC Transit rapid bus service, and Amtrak/Capitol Corridor. All properties are less than a ten minute walk from a connection to the greater Bay Area and beyond.

The station recently underwent a $20 million dollar renovation that features a safe, functional, and modern design that includes sustainable features like energy efficient LED lighting and drought resistant landscaping and a multi-story garage with 760 parking spaces to cater to Downtown’s transit-oriented character. Additional infrastructure and façade renovations are currently under construction to develop the BART station and accompanying connector streets, including building a new entrance plaza, elevator, a ramp on east side of station, and a cul-de-sac drop-off area.

The site is also in close proximity to El Cerrito Del Norte (2.8 miles) and El Cerrito Plaza (4.8 miles) BART stations.
The Richmond Ferry Terminal will begin direct service to San Francisco in 2018 (Source: WETA, 2017).

Construction of the Richmond Ferry Terminal will commence in 2017 to begin direct service between Richmond’s Ford Point and San Francisco’s Downtown/Financial District. The Water Emergency Transportation Authority (WETA) recently received a $4 million federal grant to facilitate expanding its services, with a fully operational line planned for 2018. The Richmond Ferry Terminal is approximately 1.8 miles from the properties - approximately six minutes by car- and is anticipated to have passengers in San Francisco in less than 30 minutes.

Columbia Sportswear, Esko Bionics, and SunPower anchor the beautifully renovated, waterfront offices of the historic Ford Point building and Craneway Pavilion (adjacent to the future home to Richmond’s Ferry Terminal). The Ford Point building, winner of the American Institute of Architects National Honor Award, hosts 517,000 square feet on 26.5 acres featuring a saw-tooth roof design with large northern skylights and a prominent exterior facade of brick and glass, overlooking the San Francisco bay.
BUSINESS COMMUNITY

The waterfront Ford Point Building sets the benchmark for historic renovation, and is anchored by Columbia Sportswear, Esko Bionics, and SunPower (Source: Orton Development, 2016).

Richmond’s central Bay Area location, easy access to transportation, mild climate and great value continue to attract a myriad of well known, diverse businesses looking to create or expand their Bay Area presence. Amazon, Blue Apron, Columbia Sportswear, Hello Fresh, SunPower, Restoration Hardware, Whole Foods, and Williams Sonoma are just a few of the marquee companies that now call Richmond home. Amazon and Whole Foods most recently chose Richmond when they acquired hundreds of thousands of square feet for their distribution networks. Richmond’s diverse and flexible commercial, office, and industrial space present attractive options for new, growing, and established businesses of all sizes.

New businesses and established companies alike are taking advantage of Richmond’s business assets and supportive environment.
BUSINESS COMMUNITY

The Downtown neighborhood is supported by an actively managed Property and Business Improvement District (PBID), Richmond Main Street, which works to support businesses and hosts activities and events that draw activity to the district. An active farmer’s market and concert series are among the myriad of events that draw people Downtown. In addition, anchor tenants, including Kaiser Permanente, the United States Social Security Offices, and the East Bay Center for the Performing Arts, bring approximately 6,600 daily visitors to the district in addition to over 10,000 residents who call Downtown home.

Richmond Main Street continues to attract thousands of visitors to Downtown for vibrant events including concerts and farmers markets (Source: Richmond Main Street, 2016).
The City of Richmond is committed to investing in its residents to build a healthy community. Richmond recently launched the Richmond Promise to dedicate $35 million over 10 years to provide college readiness support and scholarships for Richmond residents graduating from local schools. Please visit www.richmondpromise.org to find out more about this innovative program for Richmond residents.

Richmond is also known for celebrating its rich history. The Rosie the Riveter WWII Home Front National Historic Park, one of the few urban parks managed by the National Park Service, highlights Richmond’s prominent role in the World War II home front effort.

The National Park Service’s Rosie the Riveter WWII Home Front Museum celebrates Richmond’s homefront history with the “Rosie Rally.”
COMMUNITY & CULTURE

The beautifully renovated East Bay Center for the Performing Arts is a cultural hub for the region, and sits in close proximity to all sites (Source: East Bay Center for the Performing Arts, 2016).

The East Bay Center for the Performing Arts is within walking distance of all featured properties. Recently named the “Best Longstanding Performing Arts Education Venue” by the East Bay Express, the East Bay Center for the Performing Arts is a cultural and civic hub recognized for its contribution to training youth and young adults in the performing arts. Located Downtown on Macdonald Avenue in a renovated Beaux Arts building, the Center features a glowing new ground-floor performance space, two new theaters and an additional 5,000 square feet of space for practice rooms and teaching labs.
RECREATION AND PARKS

Richmond now has completed more than 32 miles of the Bay Trail, exceeding all other cities on this planned 500-mile walking and biking route encircling San Francisco and San Pablo Bays. The Bay Trail offers access to commercial, industrial, and residential neighborhoods; points of historic, natural and cultural interest; recreational areas including beaches, marinas, fishing piers, and boat launches, and more than 130 parks and wildlife preserves totaling 57,000 acres of open space.

Richmond is home to a substantial amount of the East Bay Regional Park’s acreage, which includes parks and recreation areas popular throughout the region including Pt. Pinole, Miller-Knox, Alvarado Park, Kennedy Grove, and Wildcat Marsh. A highlight among these parks is the 23-acre Point Isabel Regional Shoreline Dog Park, rated by experts as the “Number One” dog park in North America. Visitors can enjoy breathtaking views of the Bay, the San Francisco skyline, and the Golden Gate as they and their dogs frolic along an array of mutli-use trails.

Richmond maintains pristine marinas popular amongst boat and yacht enthusiasts. Richmond Harbor, home to some of the Bay Area’s finest boats and marine businesses, includes yacht brokerage, yacht repair, boat repair, and boat construction.
CURRENT DEVELOPMENT PROJECTS

There is currently an executed ERN for the two parcels at 12th Street and Macdonald Avenue, within walking distance of all sites in this proposal. The ERN for 12th Street and Macdonald Avenue provides for 256 units in a mixed use development on approximately 3.83 acres.

A number of other developers recognized Richmond’s assets and are currently in the development pipeline. A partial list of other current development projects is featured below.

- **Shea Homes Waterline**: 60 Units
- Terminal 1 Residential Community (Dornan Drive & Brickyard Cove Road): 334 Units
- Nevin Homes Residential Apartments (21 Nevin Avenue): 289 Units
- Bay Walk Mixed Use Live/Work (Marina Way South & Wright Avenue): 208 Units
- Richmond Central Ave Project Apartments (Central Ave & San Mateo Street): 155 units
- Garrity Way Apartments (Garrity Way & Blume Drive): 98 Units
- Anchorage at Marina Bay Phase II (Regatta Blvd & Jetty Drive): 88 Townhomes

12th Street and Macdonald Avenue Mixed Use Development: 256 Units
CURRENT DEVELOPMENT PROJECTS

Shea Homes Waterline: 60 Units

Terminal 1 Residential Community (Dornan Drive & Brickyard Cove Road): 334 Units

Hilltop Apartments (Garrity Way & Hilltop Mall Road): 180 Units
CURRENT INFRASTRUCTURE PLANS & PROJECTS

BART-to-19th Street Infrastructure and Façade Renovations – Project currently under construction to develop the BART station and accompanying connector streets, including building a new entrance plaza, elevator, and ramp on east side of station; the project will also extend Nevin Ave past 19th Street with a cul-de-sac drop-off area.

Active Transit Projects – Several Active Transit Projects will be re-shaping the Downtown experience:

Yellow Brick Road – Yellow Brick Road will be making improvements to 8th Street through the Downtown area, transforming it into a “bicycle boulevard” promoting biking and walking from the Iron Triangle to the Greenway. Project is grant funded by the State of California and planning/design is underway.

Richmond Wellness Trail – Richmond Wellness Trail intends to create a pedestrian loop through the Downtown and across the Macdonald Avenue corridor, on Nevin, 9th Street, 16th Street, and the Greenway; recently adopted into the Bicycle and Pedestrian Master Plan.

Harbour Way Pedestrian/Bike Infrastructure – The Harbour Way Project intends to make pedestrian and bicycling improvements on Harbour Way, including road diets/right-sizing.

Marina Way Undergrounding – The Marina Way Undergrounding project is funded by PG&E and will remove all overhead wires and bury in the street on Marina Way between Macdonald Avenue and Cutting Boulevard.
III. SITE VISION

OVERVIEW

The City of Richmond is seeking a qualified infill developer to design and construct mixed-use communities serving residential and commercial uses on a series of parcels located along Macdonald Avenue corridor, with specific parcels in the heart of Richmond’s Downtown. Qualified developers are welcome to submit individual proposals per designated site, or one proposal for all available properties (See Section IV). The selected candidate will present a vision that compliments Macdonald Avenue’s historic character, concurrent developments, and the Major Activity Center designation envisioned by the Richmond General Plan 2030.

Richmond’s Major Activity Centers are selected to include mid and high-rise mixed-use development to serve the community and region. Office, retail, entertainment, and residential uses are allowed. Areas with this designation are characterized by streets with minimal setbacks, wide sidewalks and public spaces that cater to pedestrians and transit riders. These sites are intended to be incorporated into a larger Major Activity Center development, or provide supportive and complimentary developments to anchor activity centers. The sites are in close proximity to concurrent development of a Major Activity Center at the 12th Street and Macdonald Avenue site (See Attachment 1); this development is anticipated to infuse the neighborhood with approximately 53,370 square feet of commercial retail space, 55,400 square feet of public space, and 256 residential rental units.

The variety of parcels contained in this RFQ/P allow for an assorted variety of developments that can promote Downtown Richmond as a social, cultural and civic destination. The developments will promote the active use of the area at all times of the day, and enhance connections to Macdonald Avenue, the Richmond Multi-Modal Station, and surrounding neighborhoods. A successful project will integrate artistic and historic features into their design that compliment Downtown’s historic preservation efforts and public art projects and communicate Richmond’s unique history, diversity, and culture.

The developments will be consistent with Richmond’s Base Zoning Districts to provide a high-density, vibrant, urban downtown, and/or a medium intensity commercial emphasized mixed use where appropriate. These guidelines present a vision to design more livable, walkable neighborhoods and transportation nodes.

The City seeks to maximize the overall sustainability of the development to the extent possible through the integrated use of sustainable building elements. Residential, medium to high density housing is preferred for these sites. Ideal housing will have thoughtful design, serve a broad spectrum of incomes, and maximize the number of units that can best serve the community and remain consistent with the neighborhood’s vision.

Commercial ground floor for mixed use projects, and stand-alone commercial projects are encouraged. Commercial projects are especially encouraged in CM-5 zoned areas to...
accommodate restaurants and food businesses that would facilitate a Major Activity Hub, and serve the over 6,000 workers and residents that use the Downtown neighborhood each day. Potential offices serving the Kaiser Richmond Medical Center have also been considered.

Any development type that is proposed should be of high-quality, cater to the mixed-use nature of the neighborhood, and comply with development parameters contained within this Request for Qualifications and Proposals (RFQ/P). The developer selected through this RFP/RFQ process will be expected to cooperate with the City, including the Planning, Building, Engineering, Fire and other relevant departments throughout all planning, design and construction phases of the project.

**DESIRE TYPOLOGIES**

![Greystar Apartments](image1)

![Opticos Design](image2)

![Greystar Apartments](image3)

![Opticos Design](image4)
OBJECTIVES

Identified objectives for this site include:

• Develop infill development sites to fit the urban character of a transit oriented, Downtown core that actualizes the land use vision established in the General Plan 2030.

• Incorporate quality design elements throughout the project to ensure that new development is consistent with green building practices and standards included in the City’s updated Zoning Ordinance.

• Develop a plan for the site that increases the supply of the City’s high-quality housing stock for a wide cross-section of incomes.

• Encourage the incorporation of design elements that are amenable to future shifts in transportation technologies (e.g. electric vehicle charging stations, bike share programs, and ride services such as Lyft, Uber, etc).
## IV. SITE AND PARCEL SUMMARY

The following is intended to provide a general overview of the available properties. Interested development teams may attend a pre-proposal meeting in order to ask questions and receive additional information.

Questions can also be emailed by following the instructions in Section I.

<table>
<thead>
<tr>
<th>Owner</th>
<th>City of Richmond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terms of Sale</td>
<td>Qualified developers are welcome to submit individual proposals PER designated site, OR one proposal for all available properties. Instruments will be an ERN, Term Sheet, and a DDA. Properties will be sold in a mutually acceptable condition. <strong>PLEASE NOTE</strong> that the City assumes a positive land value for each site and that any proposal containing a land value of zero is subject to immediate disqualification. The developer shall pay all requisite fees for land entitlements, permits, plan checks, in lieu fees, impact fees, etc.</td>
</tr>
<tr>
<td>Soil and Environmental Conditions</td>
<td>The City is not aware of the record of environmental history at these sites. The developer shall be responsible for the costs associated with any required environmental review and documentation deemed necessary.</td>
</tr>
<tr>
<td>Existing Project Approvals</td>
<td>There are no existing project approvals for these sites.</td>
</tr>
<tr>
<td>Presence of Historic Structures</td>
<td>Certain sites are included within the Macdonald Avenue Historic District. Please reference the individual site information for specific parcels that qualify.</td>
</tr>
<tr>
<td>Utilities</td>
<td>Developers need to verify the suitability of the available utilities for their proposed development. City staff members can assist developers with connecting to local utilities.</td>
</tr>
</tbody>
</table>
Site A

Site Address
315 Harbour Way, 921 Macdonald Ave, 909-911 Macdonald Ave, 907 Macdonald Ave

Assessor Parcel Number (APN)
538-132-005, 538-132-006, 538-132-009, 538-132-014, 538-132-010

Area
.449 acres (.14,.062,.062,.062,.123)

Zoning
CM-5 (IS-1 Overlay, Livable Corridors FBC, T6C)
All parcels are located within Macdonald Avenue Historic District.

Site Description
This property consists of five continuous, vacant parcels located on the north side of Macdonald Avenue. The area currently hosts a community garden. These parcels are surrounded by offices and residential uses. Close neighbors include Kaiser Medical Center and the East Bay Center for the Performing Arts. Community based plan calls for mixed use development and potential offices serving Kaiser Medical Center. Richmond’s Multi-Modal Station (including BART service) is a ten minute walk.
Site A

Data Source:
- City of Richmond Geographic Information System (CORGIS)
- Thomas Bros. Maps.

Data Disclaimer - Use At Your Own Risk
"Reproduced with permission granted by THOMAS BROS. MAPS. This map is copyrighted by THOMAS BROS. MAPS. It is unlawful to copy or reproduce all or any part thereof, whether for personal use or resale, without the prior, written permission of THOMAS BROS. MAPS."

Opportunity Site
Retail/Commercial
Residential
Office
Church/School
Parking
Vacant Lot
Vacant Building
Industrial/Warehouse
Park
### Site B

#### Site Address
800 Macdonald Ave, 810 Macdonald Ave, 824 Macdonald Ave, 920 Macdonald Ave

#### Assessor Parcel Number (APN)
538-250-001, 538-250-002, 538-250-004, 538-250-012, 538-260-009

#### Area
.659 acres (.129,.064,.064,.193,.209)

#### Zoning
CM-5 (IS-1 Overlay, Livable Corridors FBC, T5MS, T6C)
*824 and 920 are also located within the Macdonald Avenue Historic District

#### Site Description
This site consists of a series of parcels on the south side of Macdonald Avenue including two vacant lots and three buildings, one of which has fire damage. These parcels are surrounded by offices and residential uses. Close neighbors include Kaiser Medical Center and the East Bay Center for the Performing Arts. Community based plan calls for mixed use development and potential offices serving Kaiser Medical Center. Richmond’s Multi-Modal Station (including BART service) is a ten minute walk.
### Site C

<table>
<thead>
<tr>
<th><strong>Site Address</strong></th>
<th>1417 Macdonald Ave</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessor Parcel Number (APN)</strong></td>
<td>540-071-011, 540-071-016, 540-071-017, 540-071-018</td>
</tr>
<tr>
<td><strong>Area</strong></td>
<td>.556 acres (.065, .124, .253, .114)</td>
</tr>
<tr>
<td><strong>Zoning</strong></td>
<td>CM-5 (JS-1 Overlay, Livable Corridors FBC, T6C)</td>
</tr>
</tbody>
</table>

**Site Description**

This property is a vacant lot located adjacent to the BART garage serving the Richmond Multi-Modal Station. Prior development strategies included discussions for development of a cultural arts facility that was never constructed. Given its proximity to the BART/Multi-Modal Station and Transit Village, the City seeks a developer to create a commercial or mixed use project that compliments transit oriented uses.
Site C

- Nevin Plaza
- Marina Way
- Macdonald Ave
- 15th St
- 16th St
- 15th St

Data Source:
- City of Richmond Geographic Information System (CORGIS)
- Thomas Bros. Maps.

Data Disclaimer - Use At Your Own Risk

Reproduced with permission granted by THOMAS BROS. MAPS. This map is copyrighted by THOMAS BROS. MAPS. It is unlawful to copy or reproduce all or any part thereof, whether for personal use or resale, without the prior, written permission of THOMAS BROS. MAPS.

- Opportunity Site
- Retail/Commercial
- Residential
- Office
- Church/School
- Parking
- Vacant Lot
- Vacant Building
- Industrial/Warehouse
- Park
### Site D

**Site Address**

111-113 Macdonald Ave

**Assessor Parcel Number (APN)**

538-172-007, 538-172-008

**Area**

.124 acres (.062, .062)

**Zoning**

CM-1 (IS-1 Overlay, Livable Corridors FBC, T4MS-O)

**Site Description**

This property consists of two lots with a single structure, located adjacent to Rescue Mission offices and church. The property borders Macdonald Avenue, Richmond’s historic commercial corridor.
Site D

City of Richmond, CA

Data Source:
- City of Richmond Geographic Information System (CORGIS)
- Thomas Bros. Maps.

Data Disclaimer - Use At Your Own Risk

Reproduced with permission granted by THOMAS BROS. MAPS.

This map is copyrighted by THOMAS BROS. MAPS. It is unlawful to copy or reproduce all or any part thereof, whether for personal use or resale, without the prior, written permission of THOMAS BROS. MAPS.
General Plan 2030
Land Use Designation

**Site A/ Site B/ Site C:**

**Major Activity Centers**

Major Activity Centers are the primary urban centers that provide a wide mix of retail, office, housing and entertainment-related uses serving the City and region overall. Richmond’s major activity centers are envisioned as concentrated, high-intensity community hubs that generate revenue and jobs, and serve as the focal point of cultural, commercial and social activities. Major activity centers should define Richmond’s distinct identity and reflect the character of surrounding neighborhoods.

Activity Centers are intended to be pedestrian and transit-friendly community hubs characterized by mixed-use and higher-density development capable of generating revenue and creating jobs, while providing services and amenities to residents, businesses, and visitors.

**Desired Urban Form**

Development should provide ground floor retail and commercial uses oriented to the street. Restaurants and food/beverage services are preferred use of retail. Roadways should have wide tree-lined sidewalks and planters that will support economic development and create an attractive environment for pedestrians, bicyclists and transit riders, while providing convenient connections to surrounding well-established neighborhoods. Other desired improvements in public areas include transit shelters, public art, improved pathways, pocket parks, and mini-plazas.

Improvements to private areas will re-establish a mix of uses that build on existing assets and will transform the corridor into a pedestrian friendly and active urban environment. This will support a level of activity that is unique to the change area by attracting a wide variety of new uses. High-density infill development will be accompanied by economic development and bring new energy to the area and maximize transit potential. Commercial, residential, and civic uses should be integrated in a variety of building types along street frontages.
**High-Intensity Mixed-Use (Major Activity Center)**

Includes mid and high-rise mixed-use development at major activity centers to serve the community and region. Office, retail, entertainment and residential uses are allowed. Areas with this designation are characterized by streets with minimal setbacks, wide sidewalks, and public spaces that cater to pedestrians and transit riders. Medium-Intensity Mixed-Use (Commercial Emphasis) is allowed within this land use designation.

<table>
<thead>
<tr>
<th>Density:</th>
<th>Up to 125 du/ac</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intensity:</td>
<td>1.0 to 5.0 FAR</td>
</tr>
<tr>
<td>Height:</td>
<td>15 to 135 feet</td>
</tr>
</tbody>
</table>

**Site D: Medium-Density Residential**

Medium-Density Residential includes single and multi-family housing types such as one to three-story garden apartments, historic bungalows and cottages on small lots, townhouses and stacked flats. Neighborhood mixed-use development is allowed at neighborhood nodes.

<table>
<thead>
<tr>
<th>Density:</th>
<th>10 to 40 du/ac</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intensity:</td>
<td>not applicable</td>
</tr>
<tr>
<td>Height:</td>
<td>Up to 35 ft. *</td>
</tr>
</tbody>
</table>

*“Building height in a medium-density residential land use classification may exceed 35 feet as part of an approved planned area (pa) district. Any proposed increase in height shall, prior to or contemporaneous with the consideration of the planned area (pa) district, undergo adequate environmental analysis under CEQA.” (Resolution 110-14)

**Zoning**

**Site A/ Site B/ Site C: CM-5 Commercial Mixed-Use, Activity Center.**

This district is intended for mid and high-rise mixed-use development at major activity centers to serve the community and residents and businesses in the San Francisco Bay Area. Office, retail, entertainment and residential uses are allowed. Standards for physical form will create an urban character as envisioned in the General Plan with streets with minimal setbacks, wide sidewalks and public spaces that cater to pedestrians and transit riders.

**Site D: CM-1 Commercial Mixed-Use, Residential.**

This district is intended for mixed-use development with commercial uses at street-level along corridors. Residential-only development also is allowed and may include condominiums, townhouses or apartments.
Form Based Code

This Form-Based Code is a reflection of the community vision for implementing the intent of the General Plan to create walkable mixed-use neighborhoods. These Form-Based Code standards are intended to ensure that proposed development is compatible with existing and future development on neighboring properties, and produces an environment of desirable character, consistent with the General Plan.

Site A/ Site B/ Site C:
Sub-zone: T6-Core

To provide a vibrant, walkable urban main street commercial area that provides locally- and regionally-serving commercial, retail, entertainment uses, and civic and public uses, as well as a variety of urban housing choices.

General Use

Vertical Mixed Use: Commercial on the ground floor with residential or commercial uses on upper floors.

Desired Form

- Attached
- Simple Wall Plane along Street
- Small-to-Large Footprint
- Buildings at or close to ROW
- No Side Setback
- Up to 55’ (85’ in some areas)
- Flush Ground Floor
- Primarily with Shopfronts

Parking

- No-to-low parking requirements
- Individual or shared off-street lots or on-street
- Commercial parking: part of a shared parking districtT4 Main Street T4MS

Site D:
Sub-zone: T4MS-Open

To provide a vibrant main-street commercial environment that serves as the focal point for the surrounding neighborhood and provides access to day-to-day amenities within walking distance. The open sub-zone provides the same building form but allows for a more diverse mix of uses.

General Use

Ground floor commercial that may have residential or additional commercial uses above or behind.

Desired Form

- Attached
- Simple Wall Plane along Street
- Small-to-Large Footprint
- Buildings at or close to ROW
- Small-to-No Side Setback
- Up to 3 Stories
- Flush Ground Floor
- Primarily with Shopfronts
Parking

- Low parking requirements
- Individual or shared off-street lots or on-street
- Commercial parking: part of a shared parking district

More information on Richmond Zoning and the Livable Corridors Form Based Code:


Form Based Code: [http://www.ci.richmond.ca.us/2965/RLC-FBC](http://www.ci.richmond.ca.us/2965/RLC-FBC)
V. DEVELOPMENT TEAM SELECTION

The process to select a developer to be offered an Exclusive Right to Negotiate agreement (ERN) concerning acquisition and development of the property will occur as follows:

The first optional step is for prospective developers to attend an informational meeting, during which City staff members will provide an overview of each site and answer questions concerning the properties, the RFQ/P, and negotiation process. There will be two meetings held on Wednesday, June 7, 2017 and Wednesday, June 14, 2017 at 2:00 pm. Each meeting will be held at Richmond City Hall (450 Civic Center Plaza, Richmond, CA 94804).

Interested parties shall submit First Round proposals containing qualifications for the development team, conceptual site plans, and preliminary financial terms and conditions such as purchase price, deposit, and other materials as outlined in Section VI, First Round Submittal Requirements, in accordance with the schedule contained in Section VIII, Selection Criteria, Process and Schedule. Development teams are not required to submit a plan for each site included; proposals may contain responses to one specific site or all sites as long as they are consistent with the vision and goals set forth in the previous sections of this document and the General Plan 2030.

Developer proposals that are in compliance with the Submission Requirements will be reviewed by a Review Committee. Upon completion of this review process, a limited number of teams will be asked to make project presentations to the Review Committee, as outlined in Section VII, Second Round Submittal Requirements.

Following the presentations, City staff members will recommend a developer(s) to the City Council for an Exclusive Right to Negotiate for a 90-day (with two 45-day extension options up to 180-days). During this period, the developer must also demonstrate the financial feasibility of the proposed project including providing a $50,000 deposit PER SITE via cashier’s check, complete a detailed master plan including conceptual renderings, prepare a development phasing plan, if necessary, and provide a schedule for implementation.

During the ERN period, City staff members and the developer shall finalize a draft Disposition and Development Agreement (DDA) for the City Council to consider. Developers are referred to Section VIII, Selection Criteria, Process and Schedule, for additional details.
VI. FIRST ROUND SUBMITTAL REQUIREMENTS

Proposals are to be consistent with the vision and goals set forth in the previous sections of this document and the General Plan 2030. The development proposal should contain the qualifications of the proposed development team, a conceptual project site plan and design concept, and a financing plan. To address these issues, the proposal shall contain the following items, in the order listed below:

<table>
<thead>
<tr>
<th>A. Cover Letter</th>
<th>Provide a cover letter describing interest in the site(s) and summarizing the major points contained in the development proposal.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Team Members</td>
<td>Identify the type of legal entity with whom the City of Richmond would negotiate and contract. Include the contact person, firm name, website, address, email, and telephone number of each of the members on the team. Indicate the lead development firm, architectural firm, management firm, marketing firm, and other key consultants.</td>
</tr>
<tr>
<td>C. Relevant Experience of Team Members</td>
<td></td>
</tr>
<tr>
<td><strong>Lead Developer</strong></td>
<td>List the major commercial and mixed-use projects developed as lead developer within the past five years. Include the following information for each project: total square feet of space, square feet of commercial space, tenants, site size, location, and current status of project. Include a brief description and at least three photographs (not architectural renderings) of three separate comparable projects developed, which are representative of the type and quality of the development proposed.</td>
</tr>
<tr>
<td><strong>Architectural Firm</strong></td>
<td>List relevant residential, commercial, and mixed-use projects designed within the past five years. Provide, for each project, details concerning the total square feet of commercial and office space, as well as representative clients. Include at least three photographs of representative projects.</td>
</tr>
<tr>
<td><strong>Marketing</strong></td>
<td>Indicate the marketing plan for the proposed project and provide examples of how the proposed development will be marketed.</td>
</tr>
<tr>
<td><strong>D. Financing</strong></td>
<td>Provide a pro forma describing the anticipated financing structure planned for acquisition, construction, and takeout financing.</td>
</tr>
</tbody>
</table>
VII. SECOND ROUND SUBMITTAL REQUIREMENTS (Short-listed teams)
Following review of the first round submissions, and upon request of City staff members, short-listed development teams shall provide the following:

A. Development Parameters
Provide a statement of the objectives and proposed character of the development, including the following information:

1. Approximate square footage of residential space being proposed, as well as a description of housing typology(ies) and target market(s).
2. Approximate square footage of commercial space being proposed and a breakdown of the area proposed for each building, as well as the use being proposed (i.e. office, retail, restaurant, etc.)
3. Approximate square footage of community/open space.
4. Artistic features such as public art, special features, or landscaping. Please note that if artistic features are not included in the proposal, a public art fee (calculated as a percentage of project costs) may be assessed.

B. Master Plan
Provide a master site/phasing plan which illustrates the location and configuration of the various buildings/uses proposed, as well as construction timing. This master plan should remain simple in design.

C. Ownership Plans
Summarize the development firm’s short and long term ownership plans for the proposed development.

D. Public Sector Reference
If a joint venture is proposed, provide at least two references, from different public entities, from the public sector with whom the development firm has worked in a joint public/private venture or two comparable references in obtaining approvals for a comparable project.

E. Financial Information
Provide evidence that the lead development firm has the financial capability to complete the proposed project within the performance timeline. Provide the two most recent audited financial statements. In addition, provide three financial references with whom the lead development firm has recently obtained acquisition and/or construction financing. Provide the following information for each reference: institution, contact name and title, phone number, and address.
### F. Business Offer
Submit the terms and conditions of the offer. Please note that a non-refundable $50,000 **PER SITE** is required (See Section V). The deposit will become non-refundable upon the execution of an ERN with the selected developer. The deposit will be used to fund the City’s predevelopment expenses.

### G. Schedule of Performance
Provide preliminary schedules for predevelopment, entitlement, design, development, and construction.

### H. Contingencies
Explain any conditions or contingencies that limit the submitted proposal and which modify the stated terms and conditions of this Request for Qualifications and Proposals.

### I. Local Business and Local Resident Hire Requirements
To the extent permitted by law, the project will be subject to the Richmond Municipal Code (RMC) including but not limited to local business and hire requirements, including the City’s [Business Opportunity Ordinance](#) (RMC Chapter 2.50), the City’s [Local Employment Program Ordinance](#) (RMC Chapter 2.56), and the City’s [Living Wage Ordinance](#) (RMC Chapter 2.60). The selected developer will be also be required to execute a First Source Agreement for hiring residents in accordance with the Local Employment Program Ordinance.

### J. Cooperation and Coordination with Building Trades
Developers are strongly encouraged to enter into a “Project Labor Agreement” with building trades that exercise local hire provisions and hiring strategies that ensure at least 20% of employed laborers are local Richmond workers. Developers with such experience are strongly encouraged to provide to the City a list of the building trades crafts to be employed on the project and for which the State of California Department of Apprenticeship Standards has approved an apprenticeship program.
VIII. SELECTION CRITERIA, PROCESS, & SCHEDULE

A. SELECTION CRITERIA

The following criteria will be used by the City in its selection of the best proposal:

1. Developer Experience
   a. Extent of experience developing comparable projects.
   b. Success of comparable projects concerning:
      1. Economic success;
      2. Overall architectural and landscape design; and
      3. Marketing of residential units.
   c. Timeliness of previous performance.
   d. Experience with joint public/private real estate ventures and/or comparable large commercial/residential projects.

2. Architect Experience
   a. Extent of experience with residential, commercial and office projects.
   b. Overall architectural and landscape design.

3. Project Concept
   a. The overall quality and innovation of the proposed project, including green building materials, methods and operations.
   b. Incorporation of specific design parameters specified in the Richmond Livable Corridors Form-Based Code (see also the Architectural Standards and Sustainability Guidelines).
   c. Incorporation of quality design elements and materials throughout the project to ensure the proposed development maximizes the livability of the site and caters to a walkable neighborhood in close proximity to community amenities.
   d. The extent to which the proposal presents an innovative and realistic project concept, based on the following parameters:
      1. Ability to respond to unique development opportunities and constraints.
      2. Demonstrated understanding of current market conditions.
4. **Financial Capacity of Lead Developer**

   a. Adequate level of existing assets, income and net worth.
      1. Provide the two most recent audited financial statements.
   b. Ability to raise equity/debt funds.
   c. Strong relationship with lenders or demonstrated ability to internally finance the project.
      1. Provide three financial references with whom the lead development firm has recently obtained acquisition and/or construction financing.
   d. Ability to provide and track record of providing high quality operation and maintenance.

5. **Financial Terms Proposed**

   a. Strength of purchase price and terms.
   b. Revenues to the City.
   c. Schedule of development.
   d. Overall value of proposed project.

**B. SELECTION PROCESS**

The selection of the developer will occur through a four-step process as follows:

1. **Selection of limited number of developers to interview.**

   a. The Review Committee shall carefully review all proposals (First Round Submittal Requirements) submitted for compliance with the Submission Requirements set forth above.
   b. Following review, a limited number of teams will be asked to submit second round submittal requirements and provide a presentation of their proposal to the Review Committee.
   c. The Review Committee shall evaluate the development team proposals using the Selection Criteria set forth above. The most qualified development team will be presented by City staff members to the City Council with a recommendation to negotiate exclusively.

2. **Subsequent actions**

   a. Selection of one firm to negotiate exclusively.
      1. The developer selected by the City Council shall promptly execute an ERN.
      2. The City Council will have the discretion to not select a developer to execute the ERN or take any other action it deems appropriate.
   b. Enter into an exclusive right to negotiate agreement (ERN). This 90-day period (with two 45-day extension
options up to 180-days) is expected to result in a detailed Term Sheet for presentation to the City Council for approval. City staff members reserve the right to recommend against going forward with a Term Sheet and to make other recommendations as staff deems appropriate.

3. Term Sheet

The City and the selected firm will negotiate terms and conditions of the development transaction in the form of a Term Sheet. These terms shall include such business points as performance milestones, financial obligations, schedules, and purchase terms.

4. Disposition and Development Agreement

Once the Term Sheet is approved by the City Council, the developer and City staff will negotiate a Disposition and Development Agreement (DDA) containing all terms and conditions of the land sales transaction and development of the site(s). The DDA is subject to approval of the City Council and the City Council reserves the right to reject the recommended DDA. Likewise, City staff also retains the right to recommend against approval of a DDA.

C. TIME SCHEDULE

The City anticipates the time schedule as listed below. The schedule is tentative in nature and is provided to outline the target dates set by the City. The City reserves the right to change the timeline at any point in the disposition process. Each proposer under consideration by the City will be informed directly of any changes made to the dates stated below:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Richmond Issues Request for Qualifications and Proposals</td>
<td>May 25, 2017</td>
</tr>
<tr>
<td>Pre-Proposal Meeting #1</td>
<td>June 7, 2017</td>
</tr>
<tr>
<td>Pre-Proposal Meeting #2</td>
<td>June 14, 2017</td>
</tr>
<tr>
<td>Proposal Submission Deadline (12:00 pm)</td>
<td>July 7, 2017</td>
</tr>
<tr>
<td>Selection of Second Round Developers</td>
<td>July/August 2017</td>
</tr>
<tr>
<td>Interviews of Second Round Developers</td>
<td>July/August 2017</td>
</tr>
<tr>
<td>One Developer Selected for ERN with City of Richmond</td>
<td>July/August 2017</td>
</tr>
<tr>
<td>Exclusive Right to Negotiate Executed</td>
<td>September/October 2017</td>
</tr>
</tbody>
</table>

-----------AUGUST – CITY COUNCIL RECESS-----------
IX. CITY NON-LIABILITY & RELATED MATTERS

1. **No Representations or Warranties**

All facts and opinions stated herein including but not limited to statistical data, economic data, and projections, are based on available information and no representations or warranties are made with respect to their accuracy or completeness.

2. **City Rights to Reject Any and All Proposals**

This RFQ/P and the selection process shall in no way be deemed to create a binding contract, agreement, or offer of any kind between the City and any developer. If the City selects a developer pursuant to this RFQ/P, any legal rights and obligations between the successful team, if any, and the City will come into existence only when the DDA is fully executed by the parties, and the legal rights and obligations of each party shall at that time be only those rights and obligations which are set forth in the DDA and any other documents specifically referred to in that agreement and executed by the parties.

Each developer submitting qualifications in response to this RFQ/P agrees that the preparation of all materials for submittal to the City and all presentations are at the developer’s sole cost and expense, and the City shall not, under any circumstances, be responsible for any costs or expenses incurred by any candidate developer. In addition, each developer agrees that all documentation and materials submitted with a proposal shall remain the property of the City. Subject to California law and City ordinances relating to access to public records, the City may be required to publicly disclose all submitted information and materials to third parties requesting such information.

The City reserves the right to accept or reject any or all developer proposals, to alter the selection process in any way, to postpone the selection process for its own convenience at any time, to waive any defects in any proposal, to issue a new RFQ/P at any time, or to hire any developer they deem appropriate in their sole and absolute discretion within or outside an RFQ/P evaluation process.

3. **A real estate commission or finder fee will NOT be paid on this transaction.**

4. **City funds are NOT available for this project and City fees will NOT be waived.**
X. PROCESS FOR SUBMITTING PROPOSALS

To participate in the RFQ/P process, developers must submit a First Round proposal by the **July 7, 2017 at 12:00 pm deadline**. The First Round proposal shall be limited to 40 pages (8.5 inches x 11 inches), inclusive of attachments, graphics, forms, pictures, photographs, dividers, and etcetera. The required font size is 12 points, with minimum left and right margins of one-inch, and top and bottom margins of 0.7 inches.

Please submit an original and fifteen (15) hard copies of the First Round proposal along with one (1) copy on a flash drive. Proposals submitted by facsimile or e-mail are subject to immediate dismissal.

The proposal and any required certifications shall be signed by an individual or individuals authorized to execute legal documents on behalf of the proposer. Proposer is responsible for submitting its entire proposal package with all required submittal documents and any modifications or revisions, so as to reach the City of Richmond’s office as designated in the RFP by the time specified below. Any proposal, modification, or revision received by the City of Richmond after the exact time specified below may be rejected for review. The proposal must be addressed to and received no later than 12:00 pm (PST) on July 7, 2017, at the office of:

Mike Uberti  
Management Analyst  
City of Richmond, CA  
450 Civic Center Plaza, Suite 300  
Richmond, CA 94804

Postmarks will not be accepted in lieu of this requirement. Proposals are to be submitted in sealed packages with the following information clearly marked on the outside of each package:

1. Name of proposer  
2. Project Title

XI. ATTACHMENTS

Attachment 1 - Aerial Site Photo  
Attachment 2 - Site A Plat Map  
Attachment 3 - Site B Plat Map  
Attachment 4 - Site C Plat Map  
Attachment 5 - Site D Plat Map